

**BOARD OF SUPERVISORS**

*Brown County*



305 E. WALNUT STREET  
E-Mail: [BrownCountyCountyBoard@co.brown.wi.us](mailto:BrownCountyCountyBoard@co.brown.wi.us)  
P. O. BOX 23600  
GREEN BAY, WISCONSIN 54305-3600

PHONE (920) 448-4015 FAX (920) 448-6221

**"PUBLIC NOTICE OF MEETING"**

**Pursuant to Section 19.84 Wis. Stats., notice is hereby given to the public that the following meetings will be held**

**THE WEEK OF  
January 11 – 15, 2016**

**MONDAY, JANUARY 11, 2016**

*5:30 pm	Executive Committee	Room 200, Northern Building 305 E. Walnut Street
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**TUESDAY, JANUARY 12, 2016**

*2:30 pm	Local Emergency Planning Committee	Brown County EOC 3030 Curry Lane
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*5:00 pm	Board of Health	2 <sup>nd</sup> Floor, Health Department 610 S. Broadway Street
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**WEDNESDAY, JANUARY 13, 2016**

*10:30 am	Land Information Council	Room 200, Northern Building 305 E. Walnut Street
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**THURSDAY, JANUARY 14, 2016**

*5:15 pm	Human Services Board	Room 365, Community Treatment Ctr. 3150 Gershwin Drive
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**FRIDAY, JANUARY 15, 2015**

(No Meetings)

Any person wishing to attend who, because of a disability, requires special accommodation, should contact the Brown County Human Resources Office at 448-4065 by 4:30 p.m. on the day before the meeting so that arrangements can be made.

# BOARD OF SUPERVISORS

## Brown County



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P.O. BOX 23600  
GREEN BAY, WISCONSIN 54305-3600  
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E-mail [bc\\_county\\_board@co.brown.wi.us](mailto:bc_county_board@co.brown.wi.us)

### EXECUTIVE COMMITTEE

Tom Lund, Chairman  
Patrick Moynihan, Jr., Vice-Chairman  
Steve Fewell, Patrick Evans  
Bernie Erickson, Patrick Buckley, John Van Dyck

#### EXECUTIVE COMMITTEE

Monday, January 11, 2016

5:30 p.m.

Room 200, Northern Building  
305 E. Walnut Street

NOTICE IS HEREBY GIVEN THAT THE COMMITTEE MAY TAKE ACTION  
ON ANY ITEM ON THE AGENDA.

- I. Call meeting to order.
- II. Approve/modify agenda.
- III. Approve/modify Minutes of December 7 and December 16, 2015 (Special Meeting).

#### Comments from the Public

#### Vacant Budgeted Positions (Request to Fill)

1. Child Support – Accounting Technician – Vacated 01/05/16.
2. Child Support – Child Support Clerk – Vacated 01/05/16.
3. Circuit Courts – Law Clerk – Vacated 01/08/16.
4. Human Services – Economic Support Specialist (x2) – Vacated 12/11/15 & 01/08/16.
5. Parks – Assistant Naturalist – Vacated 02/26/16.
6. Public Works (Facilities) – Housekeeper – Vacated 01/06/16.
7. Technology Services – Document Center Specialist – Vacated 12/11/15.

#### Legal Bills

8. Review and Possible Action on Legal Bills to be paid.

#### Treasurer

9. ACTION – Review, discussion, and setting of “Starting Bids” for tax deed properties for sale as follows:

<u>Parcel #</u>	<u>Municipality</u>	<u>Address</u>	<u>Min. Starting Bid</u>
21-1293-2	City of Green Bay	1739 Main Street	\$37,500
14-157	City of Green Bay	1274 Cherry Street	\$6,800
1-898	City of Green Bay	1322 S. Chestnut Avenue	\$5,700
2-661	City of Green Bay	519 Twelfth Avenue	\$6,300

10. Discussion/Action re: Choosing a professional source to obtain “appraisal” of tax deed properties under Wis. Stat. 75.69.

**Resolutions, Ordinances**

11. Resolution re: Adjustments to the 2015 Classification and Compensation Plan.  
a) Objections by Department Heads.

*Motion at November 9, 2015 special meeting: To show the employees current salary along with the low, the mid, and the high ranges; then include their requested classification, also showing the low, mid, and high rates as well as the fiscal impact. Appeals deadline to be one week on November 16, 2016, Class and Comp discussion to be brought before the January 11, 2015 Executive Committee meeting. Vote taken. Abstain: Evans. MOTION CARRIED 5 to 1.*

*Objections can be viewed in the October 12 and November 9, 2015 Executive Committee agenda packets online at:*

[http://www.co.brown.wi.us/i\\_brown/agendas/f91f00897164/execcmteagenda\\_october12\\_2015.pdf](http://www.co.brown.wi.us/i_brown/agendas/f91f00897164/execcmteagenda_october12_2015.pdf)

[http://www.co.brown.wi.us/minutes\\_and\\_agendas/agendas/?committee=f91f00897164&i=4b279c1c9e4f](http://www.co.brown.wi.us/minutes_and_agendas/agendas/?committee=f91f00897164&i=4b279c1c9e4f)

[http://www.co.brown.wi.us/minutes\\_and\\_agendas/agendas/?committee=f91f00897164&i=4b279c1c9e4f](http://www.co.brown.wi.us/minutes_and_agendas/agendas/?committee=f91f00897164&i=4b279c1c9e4f)

[http://www.co.brown.wi.us/i\\_brown/agendas/f91f00897164/spcexecagendanov9\\_2015\\_pg407-696-part3.pdf](http://www.co.brown.wi.us/i_brown/agendas/f91f00897164/spcexecagendanov9_2015_pg407-696-part3.pdf)

**Reports**

12. County Executive Report.  
a) Budget Status Financial Report for November, 2015.
13. Internal Auditor Report.  
a) Board of Supervisors Budget Status Financial Report for November, 2015.  
b) Monthly Status Update: December 1 – December 31, 2015.
14. Human Resources Report.

**Other**

15. Open Session: Discussion and possible action regarding the contract negotiations for the 2016 PEA Labor Agreement.
16. Closed Session: Discussion and possible action regarding the contract negotiations for the 2016 PEA Labor Agreement. Notice is hereby given that the governmental body will adjourn into a closed session during the meeting on the above date, as authorized pursuant to section 19.85(1)(e) of the Wisconsin Statutes, for the purpose of deliberating or negotiating the purchase of public properties, the investing of public funds or conducting other specified public business, whenever competitive or bargaining reasons require a closed session, which bargaining is pursuant to Wis. Stat. §111.70 for purposes of negotiating and collective bargaining said agreement.
17. Reconvene in Open Session: Discussion and possible action regarding the contract negotiations for the PEA Labor Agreement.
18. Open Session: Discussion and possible action regarding the contract negotiations for the Non-Supervisory Deputy Sheriff's Labor Agreement.

19. Closed Session: Discussion and possible action regarding the contract negotiations for the Non-Supervisory Deputy Sheriff's Labor Agreement. Notice is hereby given that the governmental body will adjourn into a closed session during the meeting on the above date, as authorized pursuant to Section 19.85 (1)(e) of the Wisconsin Statutes, for the purpose of deliberating or negotiating the purchase of public properties, the investing of public funds or conducting other specified public business, whenever competitive or bargaining reasons require a closed session, which bargaining is pursuant to Wis. Stat. §111.70 for purposes of negotiating and collective bargaining said agreement.
20. Reconvene in Open Session: Discussion and possible action regarding the contract negotiations for the Non-Supervisory Deputy Sheriff's Labor Agreement.
21. Such other matters as authorized by law.
22. Adjourn.

Tom Lund, Chair

Notice is hereby given that action by the Committee may be taken on any of the items, which are described or listed in this agenda. The Committee at their discretion may suspend the rules to allow comments from the public during the meeting. Please take notice that it is possible additional members of the Board of Supervisors may attend this meeting, resulting in a majority or quorum of the Board of Supervisors. This may constitute a meeting of the Board of Supervisors for purposes of discussion and information gathering relative to this agenda.





*Brown County, Wisconsin*  
**Local Emergency Planning  
Committee**

*"A Plan for Hazardous Materials"*  
3030 Curry Lane  
Green Bay, WI 54311  
(920) 391-7431 FAX (920) 391-7435

**LEPC AGENDA**

**January 12<sup>th</sup>, 2016 at 2:30 pm**  
**Location: Brown County EOC**  
**3030 Curry Lane, Green Bay**

**NOTICE OF PUBLIC MEETING:**

The regular meeting of the Brown County Local Emergency Planning Committee will be held on Tuesday, January 12, 2016 2:30 pm, at the Brown County EOC 3030 Curry Lane in Green Bay.

The Agenda is as follows:

1. **Call to Order**
2. **Approval of Agenda**
3. **Approval of Minutes**
4. **LEPC Round Table**
5. **Committee Reports**
  - a. PIE
    - a. Nominations for Public Education and Information Chair
  - b. Executive Committee
    - a. Review of current membership list
    - b. Approval from committee to appoint Brown County Emergency Management Director as the Emergency Coordinator for the LEPC
    - c. Approval from committee to appoint Brown County Emergency Management Coordinator as the Information Coordinator
    - d. Designate the State EPCRA Compliance Officer as LEPC Compliance Inspector
    - e. Nominations of Vice Chair
  - c. Planning Committee
6. **Other Reports:**
  - a. ARES/RACES Report
  - b. Recent Spills
  - c. Public/Private Partnership Report
  - d. EM Report
7. **Public Comment**
8. **Such other matters as authorized by law**
9. **Adjourn**

*Brown County, Wisconsin*  
**Local Emergency Planning Committee**  
*"A Plan for Hazardous Materials"*  
3030 Curry Lane  
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Phone: (920)391-7431  
FAX (920) 391-7435

**BROWN COUNTY BOARD OF HEALTH  
TUESDAY, JANUARY 12, 2016  
5:00 PM**

Brown County Health Department  
610 South Broadway Street  
Second Floor Conference Room  
Green Bay, WI 54303

**AGENDA**

1. Call to Order, Welcome, and Introductions
2. Approval / Modification of the Agenda
3. Recognition of Lieutenant Nicklaus Craig, Green Bay Metro Fire Department – Community Action for Healthy Living Award Presentation
4. Approval of minutes of meetings of October 13, 2015 and December 15, 2015
5. Discussion and possible action regarding new Board of Health member
6. Environmental Division update
7. Follow up – Shirley Wind Project
8. Correspondences
9. Director's Report
10. All Other Business Authorized by Law
11. Annual Election of Board of Health Chairperson, Vice Chairperson per Chapter 35.01(5) of the Brown County Code of Ordinances
12. Adjournment / Next Meeting Schedule

**Board of Health members please RSVP attendance to Patti at 448-6405 no later than 4:30 PM Friday, January 9, 2016. Thank you!**

Notice is hereby given that action by this board may be taken on any of the items which are described or listed in this agenda.

**AGENDA**  
Brown County  
Land Information Council  
**Wednesday, January 13, 2016**  
**10:30 AM**  
**Northern Building, Room 200**  
305 East Walnut Street, Green Bay WI

**ROLL CALL:**

<b>Paul Zeller</b> County Treasurer	_____	<b>Keith Deneys</b> Sheriffs Dept	_____
<b>Bill Bosiacki</b> Zoning Administrator	_____	<b>Chuck Lamine</b> Planning Director	_____
<b>Francine Roberg</b> Village of Ashwaubenon	_____	<b>Cullen Peltier</b> Public Safety & Communications	_____
<b>Tom Sieber</b> County Supervisor	_____	<b>Dale Raisleger</b> Public Works/Highway	_____
<b>Patrick Austin</b> Mark D. Olejniczak Realty	_____	<b>Chad Weininger</b> Administration Director	_____
<b>Terry VanHout</b> County Surveyor	_____	<b>Jim Wallen</b> Real Property Lister	_____
<b>Jon Bechle</b> Land & Water Conservation	_____	<b>Cathy Williquette</b> Register of Deeds	_____
<b>August Neverman</b> Tech Services Director	_____	<b>Jeff DuMez</b> GIS/LIO Coordinator	_____

**APPROVAL OF MINUTES**

1. Approval of the minutes from the July 28, 2015 Land Information Council meeting

**REPORTS**

2. Council membership update: Re-appointments of Francine Roberg & Patrick Austin
3. GIS Day / Land Information Day
4. Financial report

**NEW BUSINESS**

5. Discuss the creation of a paid (subscription) GIS internet application that includes owner name search
6. AS/400 replacement project
  - a. Project goals & timeline
  - b. Vendor Presentation: Preliminary Date: March 15<sup>th</sup> 2016
7. Review of the Land Information 2016-2018 Strategic Plan (draft)
8. Any Other Matters

Notice is hereby given that action by the Land Information Council may be taken on any of the items which are described or listed in this agenda.

ANY PERSON WISHING TO ATTEND, WHO, BECAUSE OF A DISABILITY REQUIRES SPECIAL ACCOMMODATION, SHOULD CONTACT THE BROWN COUNTY BOARD OFFICE AT 448-4015 TWO DAYS BEFORE THE MEETING SO THAT ARRANGEMENTS CAN BE MADE.

## BROWN COUNTY HUMAN SERVICES

111 N. Jefferson Street  
P.O. Box 22188  
Green Bay, WI 54305-3600



Erik Pritzl, Executive Director

### MEETING OF THE HUMAN SERVICES BOARD

**Thursday, January 14, 2016**

**COMMUNITY TREATMENT CENTER, ROOM 365**

**3150 GERSHWIN DRIVE, GREEN BAY, WI 54311**

**5:15 P.M.**

### AGENDA

1. Call Meeting to Order.
2. Approve/Modify Agenda.
3. Approve Minutes of December 10, 2015 Human Services Board Meeting.
4. Executive Director's Report.
5. Administrator Report (CTC).
  - a. NPC Monthly Report.
  - b. QAPI Summary Report.
6. Financial Report for Community Treatment Center and Community Programs.
7. \*Statistical Reports.
  - a. Monthly CTC Data – Bay Haven Crisis Diversion/Nicolet Psychiatric Hospital.
  - b. Monthly Inpatient Data – Bellin Psychiatric Center.
  - c. Child Protection – Child Abuse/Neglect Report.
  - d. Monthly Contract Update.
8. \*Request for New Non-Continuous Vendor.
9. Other Matters.
10. Adjourn Business Meeting.

*\*Note: attached as written reports*

#### Notices:


Notice is hereby given that action by the Human Services Board may be taken on any of the items, which are described or listed in this agenda.

Please take notice that additional members of the Board of Supervisors may attend this meeting of the Human Services Board, resulting in a majority or quorum of the Board of Supervisors. This may constitute a meeting of the Board of Supervisors for purposes of discussion and information gathering relative to this agenda.

Any person wishing to attend the Human Services Board meeting who, because of a disability, requires special accommodations, should contact the Human Services Department at (920) 448-6006 by 4:30 p.m. on the day before the meeting so that arrangements can be made.





## JANUARY 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 	2
3	4	5	6 Public Safety 11:00 am Cancelled	7 Ed & Rec 5:30 pm Cancelled	8	9
10	11 Executive Cmte 5:30 pm	12	13	14	15	16
17	18	19 Veterans Recognition Subcmte 4:30	20 Spec PD&T 6:45 <b>Board of Supervisors 7:00 pm</b>	21 CJCB 8:00 am	22	23
24	25 Land Con 6:00pm PD&T 6:15 pm	26	27 Human Svc 5:30 pm	28 Admin 5:30 pm	29	30
31						



## FEBRUARY 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3 Public Safety 11:00 am	4 Ed & Rec 5:30 pm	5	6
7	8 Executive Cmte 5:30 pm	9	10	11	12	13
14 	15	16 Veterans Recognition Subcmte 4:30	17 <b>Board of Supervisors 7:00 pm</b>	18	19 Mental Health Ad Hoc Cmte 12:00 pm	20
21	22 Land Con 6:00pm PD&T 6:15 pm	23	24 Human Svc 5:30 pm	25 Admin 5:30 pm		27
28	29 					

## **BROWN COUNTY COMMITTEE MINUTES**

- Aging & Disability Resource Center Board of Directors (October 22, 2015)
- Children With Disabilities Education Board (December 8, 2015)
- Harbor Commission (October 12, 2015)
- Library Board (November 19, 2015)
- Local Emergency Planning Committee (November 10, 2015)
- Neville Public Museum Governing Board (December 14, 2015)
- Planning Commission Board of Directors (October 7, 2015)
- Professional Football Stadium District (January 28, March 9, April 20, June 10 & August 26, 2015)
- Public Safety Communications Advisory Board (April 22 & July 22, 2015)
- Traffic Safety Commission (October 15, 2015)
- Transportation Coordinating Committee (February 23 & June 8, 2015)
- Veterans' Recognition Subcommittee (November 17 & December 15, 2015)

**To obtain a copy of Committee minutes:**

[http://www.co.brown.wi.us/minutes\\_and\\_agendas/](http://www.co.brown.wi.us/minutes_and_agendas/)

**OR**

**Contact the Brown County Board Office or the County Clerk's Department**

**PROCEEDINGS OF THE AGING & DISABILITY RESOURCE CENTER BOARD OF  
DIRECTOR'S MEETING**

**OCTOBER 22, 2015**

**PRESENT:** Marvin Rucker, Beth Relich, Barbara Robinson, Joan Swigert, Pat Finder-Stone, Lisa Van Donsel, Larry Epstein, Supervisor Corrie Campbell, Pat Hickey, Jessica Nell, Ramon Fierros

**EXCUSED:** Lori Rasmussen, Melanie Maczka

**ABSENT:** None

**ALSO PRESENT:** Debra Bowers, Kinsey Black, Devon Christianson, Christel Giesen, Laurie Ropson, Sandy Groeschel, Diana Brown, Denise Misovec, Tina Whetung

Kitty Barry, Options for Independent Living Assistant Director, gave a welcome to the ADRC Board members and gave an overview of the organization.

The meeting was called to order by Chairperson Rucker at 8:45 a.m.

**PLEDGE OF ALLEGIANCE**

**INTRODUCTIONS**

**ADOPTION OF THE AGENDA:**

Ms. Finder-Stone/Ms. Robinson moved to adopt the October 22, 2015 agenda. **MOTION CARRIED.**

**APPROVAL OF THE MINUTES OF MEETING OF SEPTEMBER 24, 2015:**

Mr. Epstein/Ms. Relich moved to approve the minutes of the regular meeting of September 24, 2015. **MOTION CARRIED.**

**COMMENTS FROM THE PUBLIC:** None.

**FINANCE REPORT:**

**A. REVIEW AND APPROVAL OF SEPTEMBER, 2015 FINANCE REPORT:**

Ms. Bowers referred to the September 2015 Financial Highlights to demonstrate the expenses and revenues for the month of September.

Ms. Bowers recognized Donovan Miller, Accounting Clerk, who has worked with coordinators to maximize the in-kind hours captured by volunteers.

Board members asked about the breakdown of In-Kind Services and requested a breakdown of volunteer in-kind hours and their definitions by funding source. Ms. Bowers indicated that she would provide this at the December meeting.

Mr. Epstein questioned if expenses for volunteer service through WIHA should be submitted to the ADRC. Ms. Christianson will find out where these hours should be reported and follow up with Mr. Epstein.

Ms. Van Donsel/Mr. Epstein moved to approve the September 2015 finance report. **MOTION CARRIED.**

**B. REVIEW AND APPROVAL OF RESTRICTED DONATIONS:**

Ms. Bowers referred to the Restricted Revenue & Expense handout to show that the ADRC did not receive any restricted donations in the month of September; however there were expenses for a floor scrubber, folding machine, and Healthy Aging Summit Training.

Supervisor Campbell/Ms. Robinson moved to approve the restricted donations for September 2015. **MOTION CARRIED.**

#### **NUTRITION & VOLUNTEER PROGRAM REPORTS:**

Ms. Groeschel, Nutrition & Volunteer Coordinator, thanked all of the Board members for their volunteerism, support, and advocacy. Ms. Groeschel indicated that, on average, 600 meals are ordered daily through Aramark, the contracted caterer since 2013, and are distributed throughout Brown County. Of these meals, approximately 450 are delivered to homebound individuals and the other 150 are served at the 11 congregate meal sites throughout the county. Homebound meals are delivered Monday through Friday by 250 Volunteer Drivers along 22 meal routes in Green Bay, five in De Pere, one in Denmark, and one in Pulaski. The average route is 12 miles in length and can take an hour to an hour and half to deliver.

Twenty-two meals are able to be delivered on each route before a waiting list would need to be started for that route. When an opening becomes available on the route, the waiting list policy indicates that the person on the waiting list with the highest nutritional need would be added to the route first. In the past year, 40 people have had to be added to a waiting list with the average wait of one week before getting on a route. The wait is primarily tied to the amount of volunteers available to deliver the meals. While on the waiting list, alternative food resources are provided to these consumers and their family members. To help keep waiting lists minimal, continual phone reassessments are completed to be sure that those on the program continue to meet eligibility criteria for the Homebound Meal Program.

Volunteer Driver's training was held recently that focused on "red flags" for drivers to be alert to. The Drivers are the eyes and ears and look for abuse, neglect, financial issues, and excessive heat in the summer months. These concerns are reported back to the ADRC where staff follows up with family and emergency contacts to let them know what resources and options may be available.

Ms. Groeschel shared a few examples of incidents where a consumer's life may have been saved by a volunteer driver:

- When attempting to deliver a meal, there was no answer and the door was locked, the driver grew concerned. Just then the mail carrier happened to be delivering mail and informed the driver that the consumer's sister lived across the street. The driver walked across the street to the sister's house and the sister unlocked the consumer's home where the consumer was found having a stroke. Rescue was called immediately and she was transported to the hospital. The consumer's son called the ADRC homebound meal program the very next day and thanked the ADRC for being so diligent.
- When making an effort to deliver a meal to a gentleman with dementia, a Driver found the door was locked and no one answered when called. Following procedure, the daughter was contacted. She returned the call later that evening and left a message stating her dad's meals needed to be cancelled indefinitely. The man's wife, who was his primary caregiver, was hospitalized and he wanted to visit her. He, however, had wandered off and was lost. A silver alert was issued. Fortunately, he was located the next day and was in good condition.
- Upon delivering a meal to a consumer, a volunteer smelled gas and alerted staff at the ADRC who reported the incident where a gas leak was indicated.

The ADRC was awarded a \$1000 grant from Meals on Wheels this year which was used to purchase red melamine dinnerware for the modernized ADRC congregate site. Research shows that red is dementia friendly and more appealing than meals served on trays. In addition, a \$5000 grant was awarded from Meals on Wheels within the past month for the Homebound Meal Program and was used to purchase meal delivery bags and supplies.

Along with the red dinnerware, another initiative that has helped triple the dining site numbers at the ADRC congregate site is the implementation of extended dining hours from 11 – 12:30 which offers more flexibility. Due to the homebound meal population growing and congregate population shrinking,



the total number of meals continues a downward trend. Because of this issue, modernization grants have been awarded around the state in hopes of changing the image of the congregate dining sites.

After doing research around unmet nutritional needs in rural areas, Volunteer Drivers were recruited and trained to provide expansion of the Homebound Meal Program to southern Brown County; delivering to approximately 15 seniors in the Wrightstown, Ledgeview, Greenleaf, and Askeaton areas.

Goals for 2016, as a result of recent listening sessions conducted for the three year aging plan, include exploring creative ways to include more fresh fruits and vegetables at the dining sites and opening a public café within the ADRC. It is difficult to provide additional fruits and vegetables under the contract with Aramark due to the agreed upon meal rate. Collaboration with school systems, community gardens, or the UW-Extension to acquire a food plot in the community may be an option to provide these resources. The goals for the café area within the ADRC will be to provide items for purchase including: coffee, muffins, yogurt, and smoothies. This café could be a place where individuals with disabilities are able to gain employment skills in partnership with agencies in the community.

Ms. Relich mentioned that KI recently changed their contract from Konop to Aramark and the cafeteria is being modified. Maintaining a fresh appealing salad bar has been a challenge even in a large cafeteria setting. Ms. Relich will keep the ADRC apprised of the food cost, quality, and options offered at KI.

Ms. Nell indicated that she has noticed Badger Terrace is in need of volunteers in the meal site and is concerned that they may decrease the days of operation or close permanently. Ms. Groeschel indicated that she will contact the site manager to discuss options to recruit specifically for this volunteer position.

As the Volunteer Coordinator, Ms. Groeschel is the initial point of contact for all volunteer requests that come into the agency and is responsible for interviewing applicants, maintaining the volunteer database, and ensuring reference and background checks are completed. Ms. Groeschel's main focus is on recruiting meal drivers, friendly visitors, and shopping assistants.

Ms. Groeschel referred to the Homebound Meal and Congregate Meal Survey Results for the fall of 2015 handouts. Ms. Robinson questioned whether or not the questions are standardized across the state and if the nutrition program could become evidence based to find out if the nutrition program is keeping consumers in their home or improving their health. Ms. Robinson also asked if there was a state report and if the Board could get a copy of it. Ms. Groeschel indicated that she would follow up with the state report.

Ms. Christianson indicated that the questions asked on the nutrition surveys are standardized for consistency around the state. Possible outcomes can be tracked with the nutrition risk assessment that is collected on all meal participants. Risk is assessed regarding prescription drug use, drinking alcoholic beverages, and eating certain foods. The impact of the nutrition program on these outcomes is available statewide data.

Board members discussed running a human interest story in the *Green Bay Press Gazette* focusing on the nutrition program, volunteers, and how consumers are affected. The front page would be ideal; however, an article in the Today's Take section would be an option as well. Board members mentioned working with Todd McMahon, *Green Bay Press Gazette*, who has written several inspirational human interest stories.

Ms. Groeschel indicated that in 2016 she plans to include a survey to those consumers who have a caregiver receiving the donation statements which will inquire about how the nutrition program is supporting them as a caregiver - not only the meal recipient. As an ADRC, we are interested in how caregivers are supported through programs offered that may not traditionally be seen as a caregiver program.

Ms. Christianson thanked Ms. Groeschel for her energy, positivity, and coordination of both the Nutrition and Volunteer programs and incredible work that she does.

Ms. Campbell indicated that the *Ashwaubenon Press*, a newspaper that she contributes articles to will do an article around the nutrition program.

## **DIRECTORS REPORT:**

### **A. LONG TERM CARE INFORMATION PAPER – DHS MEETING:**

Ms. Christianson referred to the *Keep Our Care at Home* handout included in the Board packet that presented major principles that need to be considered as the State re-designs the long term care plan again in 2017. Family Care and MCO's, Managed Care Organizations, will be reorganized into IHA's, Integrated Health Agencies, which will integrate acute and long term care into one benefit. Advocates are providing input to the Department of Health Services (DHS) that will provide a report to the legislators in April of 2016. Ms. Christianson and Ms. Nell attended a roundtable meeting to provide input along with several other advocacy organizations. Ms. Nell indicated that approximately 30 individuals were in attendance including advocates and professionals from agencies that will be affected.

A major concern is the lack of experience insurance agencies have serving individuals with disabilities. These agencies are interested in eventually hiring advocates to teach them how to serve these populations.

The message communicated to DHS was that individuals with disabilities and older adults need to be at the table, as stakeholders, through the development and implementation of the new system. Many great ideas were offered up but at this point it is unsure how much will be taken into consideration. At the roundtable, Ms. Christianson asked to slow this process down and indicated the northeast region hasn't even completed the transition to Family Care which would require people to change from one system to another more than once.

Much discussion was held amongst the Board around this topic and how unclear the new programs will be. Ms. Christianson indicated that answers are unknown at this time and asked DHS for transparency and public record. Once the design is available, specific feedback will be given and it will be shared with board members.

Ms. Nell encouraged board members to speak up even if they don't think they have any power and to keep advocating for what is important to them. Ms. Nell also offered to be a resource to board members and offered for anyone to contact her.

### **B. TAMMY BALDWIN VISIT:**

Ms. Giesen mentioned that the ADRC hosted a round table event which brought Senator Tammy Baldwin and caregivers together to share information around the RAISE Family Caregivers Act (Recognize, Assist, Include, Support, and Engage). The RAISE Act helps to create a national strategy on how to support family caregivers. Wisconsin alone has nearly 600,000 family caregivers who provide 6,000,000 hours of care each year.

Some very brave and open caregivers attended and shared their caregiving experiences. The support, recognition, and need for respite and care were identified overall.

Ms. Robinson indicated that it was great being able to speak about her caregiving experience and having Ms. Baldwin available to listen. Ms. Robinson also stated that it was eye opening to hear those speaking on caregiving for those with dementia. Training is available; however, each day and situation can be unique and the population of those with dementia is increasing.

Ms. Robinson also thought that the training that is used for fire protection and police on how to work with individuals with dementia would be an interesting presentation for the board.

Ms. Brown thought the caregiver stories were honest and touching and hopes that with the help of the media coverage of the event the message will spread.

Ms. Ropson revealed that she was fighting back tears throughout the event and drove home how vital the Dementia Care Specialist and making our communities dementia capable really are; businesses and people need to be able to handle those with dementia in a respectful, caring manner.

Ms. Giesen indicated that this occurred in the same week as a Powerful Tools Class and the Self-care for Those who Give caregiver event which was a very successful event. November is National Family Caregiver Awareness month and information is highlighted on this topic throughout the November *AddLife News*. The Brown County Caregiver Coalition is sponsoring Coffee and Conversation for Caregivers throughout Brown County which will focus on sharing, support, networking, and socializing.

Ms. Nell, Mr. Rucker, Mr. Epstein, and Ms. Finder-Stone attended the Paul Wesselmann event at the ADRC. The County did videotape the session and will post on YouTube. Ms. Ropson will let the Board know when this is available.

#### **C. DENMARK UPDATES: RETIREMENT AND NEW STAFF:**

Ms. Christianson shared that Carol Derricks, Rural Program Coordinator – Denmark, retired on Friday, October 16 after 25 years of dedicated service with the ADRC. Sara Wall will be starting on November 2 in this position and will attend a future meeting to introduce herself. Sara will be a great fit for this position and comes to the ADRC from the YWCA with a background working in volunteer recruitment.

#### **D. 85.21 – 2016 SPECIALIZED TRANSPORTATION UPDATE:**

Ms. Giesen reviewed the Public Hearing for the 2016 Specialized Transportation Grant Application serving seniors and individuals with disabilities in Brown County flyer which indicates that copies of the preliminary draft application will be available for review beginning November 6 at the ADRC, Denmark & Pulaski Senior Centers, and the De Pere Community Center. The Public Hearing will be held on November 16, 2015 at the ADRC at 3:30 p.m. Ms. Giesen reported that a small increase was allocated through the state budget process for the 2016 85.21 specialized transportation program which serves older adults and persons with disabilities. The ADRC is also required to provide a local 20% match using levy received from Brown County for the 85.21 specialized transportation program. In total, this represents just over a 5.5% increase. Over the next month, feedback from the current providers will be collected and a draft plan will be assembled for 2016. Ms. Giesen invited all Board Members to attend the Public Hearing which will include an overview on transportation.

Ms. Christianson commended Ms. Brown and Ms. Whetung from Curative Connections who have taken on the management of this program and helped to make this a seamless transition.

Mr. Epstein asked if Mr. Runge, Brown County Planning Commission/Brown County Transportation Coordinating Committee, and Ms. Spielman, Brown County Emergency Management, will be present at this Public Hearing. Ms. Giesen indicated that she will send them both the information on the Public Hearing.

#### **E. REVIEW HUMAN SERVICE COMMITTEE MEETING 10/20:**

Ms. Christianson attended the Human Service Committee Meeting on October 20 and indicated that Supervisor Zima brought forward a \$1.6 million request around unmet needs for mental health services. The committee was very receptive and approved this additional request which

will focus on mental health services and alcohol and drugs. The ADRC's standing budget was passed; however, department wish lists weren't addressed due to the mental health discussion. The items on the wish list include: the DCS position, funding for under 60 meals, and the part-time job coach in the café. The grant for the DCS ends in July and the state is reducing the number of DCS positions from 16 to 12 which could potentially affect the ADRC. If this is the case, Ms. Christianson will ask the Board for approval to use net assets in order to support this position through the end of 2016 and would need county support in the 2017 budget for this position to continue. Supervisor Campbell and Ms. Bowers also indicated that Brown County employee health insurance premiums will remain as is for 2016 and the contributions to the HRA will continue to be tied to the employee's personal health assessment; though, retiree premiums may be increasing. Supervisor Campbell discussed the stadium tax options on the table at the state and county level.

**LEGISLATIVE UPDATES:** Ms. Campbell asked Ms. Christianson if she were invited to participate in any of the community stakeholder focus groups for the Titledown District redevelopment. These focus groups are being held to determine desired programming and activities for the 10-acre public plaza which includes a park-like setting with year-round, diverse programming that will feature fitness-related activities, cultural opportunities, versatile space for a variety of uses, a winter ice skating rink and team-inspired public art, in addition to festive game day action. Three key tenants to be integrated around the public plaza will include: Lodge Kohler, a Bellin Health Sports Medicine Clinic, and Hinterland Restaurant and Brewery. Supervisor Campbell indicated that one large component of this initiative will be aimed at seniors and those with disabilities and would like to see the ADRC advocate for accessibility and programming for these populations. Ms. Finder-Stone also was invited and thought the focus group she attended was concentrated on millennials.

**ANNOUNCEMENTS:** Ms. Christianson mentioned that the dementia redesign is continuing to occur; legislators are holding a roadshow to do listening on dementia care and system redesign. Nicolette Miller, DCS, will attend and speak on DCS for the region on November 3, from 9 – 12 at the Stone Cellar at Riverview gardens in Appleton. Hearing from the public on how important these roles are will be more significant to the legislators.

Ms. Finder-Stone mentioned that there will be a redistricting dinner at the League of Women Voters Meeting on Monday, October 26. Former State Senators Tim Cullen (D) and Dale Schultz (R) will be the keynote speakers and will discuss the need for bipartisan, independent redistricting reform in Wisconsin. Due to the timeline, Ms. Finder-Stone suggested contacting the League President at 434-0764 if you are available and interested in attending.

Ms. Swigert announced that a bench is being dedicated to remember those who died without a home on November 16 for Hunger Awareness week. Ms. Swigert will drop a poster off at the ADRC and asked if this information could be put on the ADRC online sites as well.

Mr. Epstein mentioned that Ron Niesing, Outreach and Benefit Program Specialist, from the ADRC gave a wonderful presentation on Medicare changes and Part D to the Men's club and reached 150 people.

**NEXT MEETING** – The next meeting will be Thursday, December 10<sup>th</sup>, 2015 at 8:30 a.m. at the ADRC which will include a holiday breakfast at 8 a.m. with ADRC staff.

**ADJOURN:**

Mr. Epstein/Supervisor Campbell moved to adjourn the meeting. **MOTION CARRIED.**  
The meeting adjourned at 11:10 a.m.

Respectfully submitted,

Kinsey Black, Administrative Specialist

PROCEEDINGS OF BROWN COUNTY CHILDREN WITH DISABILITIES EDUCATION BOARD:

A regular meeting was held on: Tuesday, December 8, 2015

Board Members Present: B. Clancy, S King, R Osgood

Board Members Excused: J Mitchell

Others Present: B. Natelle, C. Maricque

1. Call to order – 4:00 p.m. – S. King
2. Action Item: Approval of Board Minutes November 17, 2015: R Osgood moved to approve the minutes of November 17, 2015 Board meeting. B. Clancy seconded the motion. Motion carried.
3. Action Item: Approval of Agenda: R Osgood moved to approve the agenda as presented: B. Clancy seconded the motion. Motion carried.
4. Executive Session: The board will move to executive session as allowed by WI Stats 19.85(1)(c)(e) to discuss personnel and negotiations: B. Clancy moved to executive session as allowed by WI Stats 19.85(1)(c)(e) to discuss personnel and negotiations. R. Osgood seconded the motion. Motion carried.
5. Action Item: Adjournment: B. Clancy moved to adjourn the meeting at 4:30p.m. R. Osgood seconded the motion. Motion carried.

## PORT & RESOURCE RECOVERY DEPARTMENT

# Brown County

2561 SOUTH BROADWAY  
GREEN BAY, WI 54304

PHONE: (920) 492-4950 FAX: (920) 492-4957

DEAN R. HAEN

DIRECTOR

## PROCEEDINGS OF THE BROWN COUNTY HARBOR COMMISSION

A meeting was held on **Monday, October 12<sup>th</sup>, 2015**  
Port & Resource Recovery Department 2561 S. Broadway, Green Bay, WI 54304

1) The meeting was officially called to order by Tom Klimek at 10:30 am.

2) Roll Call:

Present: Vice President Tom Klimek  
Commissioner Bernie Erickson  
Commissioner Hank Wallace  
Commissioner Tim Feldhausen  
Commissioner Mike Vizer  
Commissioner Ron Antonneau

Excused: President Craig Dickman  
Commissioner Bryan Hyska

Unexcused: Commissioner John Hanitz

Also Present: Dean Haen, Brown County P&RR  
Mark Walter, Brown County P&RR  
Shelby Schraufnagel, Brown County P&RR  
Tara Vauttoof, Foth I&E, LLC  
Bill Miston, WLUK-TV  
Tim Flanigan, WLUK-TV  
Courtney Ryan, WLUK-TV  
Ngosong Fonkem, Corneille Law Group  
Jim & Sylvia Graefe, Residents

3) Approval/Modification – Meeting Agenda

**A motion to amend the agenda was made by Ron Antonneau and seconded by Mike Vizer. Unanimously approved.**

4) Approval/Modification – August 10<sup>th</sup>, 2015 Meeting Minutes

**A motion to approve the minutes of August 10<sup>th</sup>, 2015 was made by Ron Antonneau and seconded by Hank Wallace. Unanimously approved.**

5) Announcements/Communication

There were no announcements or communications to be made.

6) Fox River Environmental Clean-up Project - Public Comments/Update on Standing Item

Mr. Haen stated that the Fox River Environmental Clean-Up Project will finish the 2015 dredging season in November. From the Port's perspective, the project is on target for where they planned to dredge and cap for this year. Dredging is occurring above Mason Street and capping is occurring between Highway 172 and Georgia Pacific.

Commissioner Erickson asked how many years are left in the project. Mr. Haen stated that they have 1 year of dredging and 2 years of capping. The project should be complete by 2017.

7) Renard Island Easement with McDonald's Lumber Company – Request for Approval

Brown County and McDonald Lumber Company have agreed to a permanent maintenance easement across McDonald's property. The permanent maintenance easement will satisfy the U.S. Army Corps of Engineers (Corps) requirement for ownership transfer. This easement has a 12 foot wide surface area. If McDonald should need the surface area they would be able to redirect us across their property. The easement will allow Brown County to get to Renard Island to do routine monitoring, grass cutting, etc. The Department should only need to use the easement a few times a year.

Mr. Vizer asked if the County is responsible for the maintenance of the easement. Mr. Haen confirmed that yes the County is responsible but for a few times of conducting routine monitoring, and other maintenance activities throughout the year there is no foreseeable cost to repair any damage. Easement road damage is only foreseeable should a catastrophic event occur to the island. Under this situation Brown County would need additional access approval from McDonalds for repair purposes

**A motion to approve the Renard Island Easement with McDonald's Lumber Company was made by Bernie Erickson and seconded by Mike Vizer. Unanimously approved.**

Mr. Haen recognized Supervisor Erickson's effort and dedication in securing the easement. Additionally, he would like to thank the McDonalds for their cooperation and community interest in helping the County with the easement. The causeway will be dedicated to a son that the McDonald family lost and a memorial marker will be placed on the causeway. Commissioner Erickson added that a formal dedication for the memorial should be set up.

8) Renard Island Easement with City of Green Bay – Update

Mr. Haen explained that because of the easement with McDonald there is no longer essential need for an easement with the city of Green Bay, but an additional easement from Green Bay to get to the existing gate avoids any cost incurred to place additional stone to reach the existing causeway. The City Council directed the city of Green Bay to do an easement with Brown County. Mr. Haen provided an example and an illustration of how an easement with McDonald and the city of Green Bay would work. The McDonald easement and the proposed city of Green

Bay easement both will be effective in 2020 when the existing temporary easement with the city of Green Bay expires.

Staff from both the City and County are working on easement language. The Green Bay easement language should be the same as the McDonalds easement language.

9) Renard Island Lakebed Legislation – Update

Mr. Haen began by reminding the Commissioners that there were two conditions that needed to be met for the Corps to transfer ownership of Renard Island to Brown County. One was a permanent maintenance easement which is being fulfilled by the McDonald easement and potentially by the city of Green Bay as well. The second requirement was a legislative lakebed. The Department did get a Chapter 30 permit. The Corps did not value the Chapter 30 permit as much as a legislative lakebed grant. Senator Cowles drafted a Senate Bill that other area legislators have co-signed. The Bill will amend the original lakebed grant from 1977 and encompass the causeway. The lakebed legislation is a grant from the state for the use of that property. The Island is required by the lakebed grant to be used for public use and the amended lakebed grant will be for accessing the island. The public hearing will take place on October 13<sup>th</sup>. Mr. Haen will provide testimony including background, description of the Island and future plans for the island.

Commissioner Antonneau pointed out that not all legislators have signed. Commissioner Vizer asked if there was something the port operators could do to help this cause. Mr. Haen stated that if anyone wanted to email legislators and say that they support the Senate Bill that will help.

10) Bay Port Easement Request from WPS for City of Green Bay – Update

Mr. Haen explained that Wisconsin Public Service is requesting an easement to use Brown County's property to provide power supply on the County property that is currently leased at no cost to Green Bay and used as the City's west side compost facility. The City is interested in putting in an electric tub grinder. The cost for installation and removal will need to be the City's responsibility. Until 2017 the City has free use of this land. The Department at some point will use the area for Bay Port expansion after 2017. This is something that the Department will make clear to the City before they make any investments. If the Department does not need to expand the area for dredge material placement, it might consider continuing to reasonably lease the property to Green Bay on a year-to-year basis.

11) Great Lakes Pilotage Rate Proposal – Update

Mr. Haen explained that this is an issue that is being worked on by the American Great Lakes Ports (AGLPA) Association. Great Lakes pilots navigate the waters for foreign flag vessels at all times while in the Great Lakes. The pilots are regulated by the U.S. and Canadian Coast Guard who set their rates and fees through code of federal regulations. The U.S. Coast Guard is proposing a 58% increase in pilot fees. These are fees that are directly assessed to the ship and cargo and ultimately paid by the user. The Coast Guard is proposing that these pilots be fully staffed at the highest staffing levels that occur at the beginning and end of the shipping season when there are heavy ice conditions. The AGLPA is going to make a case in opposition to this increase through the public comment period. Mr. Haen suggests during heavy staffing months to bring back retired pilots or bring in contracted pilots to meet the staffing needs rather than having



permanent staffed employees. The pilots are well compensated and the rule change will to increase their pay beyond \$300,000 a year. Mr. Haen added that this is very unfair to the users of the Great Lakes. The Port of Green Bay is trying to expand international shipping as well as domestic shipping; this cost will be a further hindrance in expanding international shipping.

Commission Klimek asked what the timeline is for the Coast Guard's proposal and how quickly could it become effective. Mr. Haen explained that it has to be released, published, a notice and comment period and thereafter it is acted upon as a rule and adopted. Commissioner Feldhausen stated that the Coast Guard will be required to address any comments made.

12) 2016 Budget Update - Update

The budget has been approved by Administration and the Executive. Mr. Haen provided the Commissioners with an updated Statement of Funds completed by Administration. There were fund balance differences from what was provided by staff to the Harbor Commission in July. . The budget will go through PD&T on October 19<sup>th</sup> and County Board November 4<sup>th</sup>.

13) Directors Report – Update

Mr. Haen did not have any items to add under the Director's Report.

14) Tonnage report

**A motion to approve the tonnage report for August and September was made by Mike Vizer and seconded by Tim Feldhausen. Unanimously approved.**

15) Audit of Bills

**A motion to approve the audit of bills was made by Bernie Erickson and seconded by Hank Wallace.**

16) Such other matters as authorized by law

No other matters as authorized by law.

17) Adjourn

**A motion to adjourn the Harbor Commission meeting at 11:15 am was made by Mike Vizer and seconded by Tim Feldhausen. Unanimously approved.**

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Craig Dickman, President  
Harbor Commission

Dean R. Haen, Director  
Port & Resource Recovery Department

## PROCEEDINGS OF THE BROWN COUNTY LIBRARY BOARD

A meeting was held on **November 19, 2015** at **5:15 p.m.** at the **Brown County Central Library, 515 Pine Street, Green Bay, WI**

**PRESENT:** KATHY PLETCHER, CHAD BIANCHI, NATHAN JESKE, BOB NIELSEN, TIM NIXON, JOHN VAN DYCK, and CHRISTOPHER WAGNER

**EXCUSED:** CARLA BUBOLTZ, and VICKY VAN VONDEREN

**ALSO PRESENT:** Brian Simons, Curt Beyler, Lori Denault, Sue Lagerman, and Emily Rogers (staff); and Bill Meindl (Green Bay Development News).

### CALL TO ORDER

President Kathy Pletcher called the meeting to order at 5:20 p.m.

### II. APPROVE CONSENT ITEMS

**A. Agenda** There were no changes to the agenda.

**B. Minutes** There were no changes to the minutes and they stand approved.

### III. COMMUNICATIONS AND OPEN FORUM FOR THE PUBLIC

None.

### IV. LIBRARY BUSINESS

#### **A. Technology Report**

Printing on the wireless network continues to be an issue. BCTS has a plan for 2016 to purchase monitoring equipment to determine root causes. C. Wagner asked if the options of wired or wireless networks are all or nothing. The problem is more relevant at the Central Library so it may help to have the printer wired and to have our print management system synced with it. This option is being explored. Hot spots are not releasing IP addresses resulting in access being bogged down. J. Van Dyck suggested contacting other institutions like NWTC for possible solutions. A wired network is desired for stability.

#### **B. Financial Manager's Report, Bills and Donations**

There were no bills out of the ordinary. L. Denault presented the September and October, 2015 financial report and the September and October, 2015 Gifts, Grants and Donations. Motion by T. Nixon, seconded by C. Wagner, to approve the September and October 2015 financials and gifts, grants and donations as follows:

**C.**

#### **Gifts, Grants & Donations Report September 2015**

##### **Gifts & Donations**

09/04/15	Daniel & Eileen Rogers - In Memory of Lorraine Valaske	25.00	Adult Non-Fiction
09/04/15	Matthew & Anita Sevcik	100.00	Electronic Resources
09/04/15	Dorschel Family - In Memory of Joseph Dorschel	1,400.00	Kress Seating
09/09/15	Chapter N PEO Sisterhood - In Memory of Joan Mayer	44.00	Adult Materials
09/09/15	Barbara Jenkins - In Honor of Tom and Vonnie Baye	100.00	Teen Materials
09/17/15	James Hayes - In Memory of Larry Smith	50.00	Southwest Materials
09/17/15	Marcia/Phil Thompson-In Honor of John & Gail Underwood	75.00	Children's Materials
09/23/15	Branch Buddies of the Brown County Library	131.65	Supplies
09/23/15	Branch Buddies of the Brown County Library	714.14	Classes & Events
09/01/15	Ashwaubenon	25.09	Donation Box
09/01/15	Bookmobile	7.50	Donation Box
09/01/15	East	37.30	Donation Box
09/01/15	Weyers/Hilliard	42.25	Donation Box
09/01/15	Central	10.02	Donation Box
09/01/15	Kress	18.23	Donation Box
09/01/15	Pulaski		Donation Box
09/01/15	Southwest	38.54	Donation Box

09/01/15	Wrightstown	8.21	Donation Box
	<b>Total Donations</b>	<b>\$ 2,826.93</b>	
<b>Federal &amp; State Grants</b>			
09/30/15	Nicolet Federated Library System	\$ 5,655.92	Collection Development
09/30/15	Nicolet Federated Library System	175.00	Continuing Education
09/30/15	Nicolet Federated Library System	2,083.33	Technology Grant
	<b>Total Grants</b>	<b>\$ 7,914.25</b>	

**Brown County Library  
Gifts, Grants & Donations Report  
October 2015**

**Gifts & Donations**

10/01/15	The Celebrate Committee, Inc.	\$ 500.00	Kress Children's Materials
10/15/15	Carey & Jeff Wickman-In Memory of Pat Gracyalny	25.00	Weyers-Hilliard Materials
10/15/15	Flora Reitz	150.00	Wrightstown Materials
10/15/15	Ashwaubenon Lions Club	300.00	Ashwaubenon Materials
10/21/15	Branch Buddies of the Brown County Library	300.00	Performers
10/21/15	MJ Knox	70.00	Weyers-Hilliard Classes & Events
10/21/15	Glen & Vicki Slaats	100.00	Ashwaubenon Furniture Match
10/21/15	Greg & Judy Gallenberger	50.00	Ashwaubenon Furniture Match
10/21/15	Anonymous - In Memory of Joy Butz	50.00	Kress Materials
10/31/15	Ashley Gardner	100.00	Materials
10/01/15	Ashwaubenon	42.41	Donation Box
10/01/15	Bookmobile	5.75	Donation Box
10/01/15	East	33.07	Donation Box
10/01/15	Weyers/Hilliard	25.99	Donation Box
10/01/15	Central	84.96	Donation Box
10/01/15	Kress	32.60	Donation Box
10/01/15	Pulaski	8.35	Donation Box
10/01/15	Southwest	25.33	Donation Box
10/01/15	Wrightstown	10.51	Donation Box
	<b>Total Donations</b>	<b>\$ 1,913.97</b>	

**Federal & State Grants**

10/01/15	State of Wisconsin	\$ 250.00	LSTA Early Literacy Grant
10/31/15	Nicolet Federated Library System	5,112.45	Collection Development
10/31/15	Nicolet Federated Library System	6.94	Continuing Education
10/31/15	Nicolet Federated Library System	2,083.33	Technology Grant
	<b>Total Grants</b>	<b>\$ 7,452.72</b>	

**Motion carried.**

**C. FACILITIES REPORT**

C. Beyer reported that the Southwest Branch expansion work began a week ago; the siding staining at Weyers-Hilliard won't happen until mid-May due to weather but the branch's concrete patio has been poured and that project will be complete in 2-3 weeks. The East Branch had some landscaping improvements (removal of shrubs and lava rock) courtesy of NEW Lutheran. New plants will be installed in the spring. NEW Lutheran is also constructing a picnic table for this area.

Related to the Trane facilities report, Doug Marsh has IFQ (Invitation For Quote) and a few companies are walking through so contractors can participate. He thinks the county would bond for the work (security on the bond is the payback). Whichever company would be awarded the contract would conduct a facilities audit and present a performance contract. A walk-through doesn't commit the library financially. The county will choose the company to do the audit. When that happens, an obligation is created. Chosen company outlays the money for the project. Payback to them is any savings that are realized by the improvements. B. Simons had asked Doug Marsh if this could be wrapped into a renovation project, and it possibly could. This

approach doesn't address 'facility for service' but there seems to be some flexibility. The audit has to be paid for if the audit is completed but then the decision is made not to go forward with the improvements (~5 cents per square foot or \$4500). A decision doesn't have to be made immediately. The walk-through is scheduled for December 1 with the IFQs due mid-December. Doug Marsh and Chad Weininger will be invited to the December Board meeting to discuss and explain further.

Funding Resolution approved for library improvements - \$300,000 from elevator funds and \$350,000 from bonded funds. Pending bond council, funds will be used for the parking lot repair and upgrade; and Auditorium and Meeting Rooms' improvements at Central Library; furniture for small branches and study rooms at Kress and Weyers-Hilliard. J. Van Dyck asked when the library expected an answer from bond council. B. Simons has not received any indication but when asked at the PD&T meeting, Chad Weininger thought maybe after November.

#### **V. 2016 BUDGET UPDATE**

B. Simons reported that nothing was gained, but nothing was taken away. He is pleased with the outcome. Performance reviews, conducted with staff, by the administrative team, will take place in the next two weeks.

J. Van Dyck suggested that the Board approve the final, revised budget. This will be added to the December meeting agenda.

#### **VI. APPROVE 2016 LIBRARY CLOSURES**

The Board reviewed the "Holiday Schedule" that also includes three all-day closure dates for staff development. **Motion** by N. Jeske, seconded by C. Bianchi, to approve the 2016 Holiday schedule. **Motion carried.**

#### **VII. OLD BUSINESS**

**A. Discussion and possible action on Brown County vs. Outagamie County litigation** No update.

**B. Approve resolution correcting December 17, 2007 bill of sale to Green Bay and De Pere Antiquarian Society** T. Nixon explained the history of the historical assets. There was no documentation regarding run that was in storage at Hazelwood. **Motion** by J. Van Dyck, seconded by N. Jeske to approve the resolution correcting the 2007 bill of sale to the Green Bay and De Pere Antiquarian Society.

#### **VIII. DISCUSSION AND POSSIBLE ACTION ON CENTRAL LIBRARY THIRD FLOOR SPACE OPTIONS**

Regarding the Memorandum of Understanding presented to Proto, Inc., T. Nixon recommended approval on condition of review by Corp Counsel (and to include appropriate insurance requirement language). B. Simons commented that this is a great opportunity – the benefit is programming now and income later. **Motion** by T. Nixon, seconded by C. Bianchi, to approve the Memorandum of Understanding subject to legal counsel review and inclusion of appropriate insurance language by legal counsel. **Motion carried.**

#### **IX. DISCUSSION AND POSSIBLE ACTION REGARDING AN OVERDUE FINE AMNESTY DAY FOR NATIONAL TAKE YOUR CHILD TO THE LIBRARY DAY, SATURDAY, FEBRUARY 6, 2016**

Conducted on the premise on getting additional people to the library, the library would like to schedule a fine amnesty day. B. Simons commented that based on his experience, this generates an enormous amount of good will. Much discussion took place about the mechanics of the day. Four options were presented.

**Motion** by T. Nixon, seconded by B. Nielsen to authorize the Director, at his discretion, to create a program based on two of the options presented. **Motion carried.**

**X. NICOLET FEDERATED LIBRARY SYSTEM** C. Wagner reported that the NFSL Board held a special meeting to review finances and specifically the fund balance (preferred amount is 20% of budget). Next meeting is December. A huge fund balance previously was held and over time it was reduced because the general consensus felt that it should go back to the public and that a reserve account isn't really necessary.

#### **XI. PRESIDENT'S REPORT**

K. Pletcher's appointment expires at end of 2015. This has been her 10th year on the board and she will not seek reappointment. The terms of T. Nixon, V. Van Vonderen and C. Buboltz also expire and they are not seeking reappointment. B. Nielsen will seek reappointment. Prospects for replacement are being considered and interviewed so they can be forwarded to the County Executive. The County Executive would like to be notified by those not seeking reappointment. B. Simons' intent is to submit names to the County Executive for consideration knowing that it is ultimately his decision. K. Pletcher commented that it is important for the Library Board to seek out good leaders as options for the executive to choose from.

#### **XII. LIBRARY DIRECTOR'S REPORT**

B. Simons recently presented to the Kiwanis and may apply for a donation for Arduino equipment. Letters were sent to former donors of Ashwaubenon branch match \$10,000. He and staff are working with GBAPS for after-school programming at Lincoln

School. E. Rogers will lead this collaboration working with the Children's Department and the Arduino team.

### **XIII. DISCUSSION AND POSSIBLE ACTION REGARDING FUTURE LIBRARY SERVICES/LIBRARY FACILITIES MASTER PLAN**

B. Simons, the Facilities Committee and Administrative staff met with HGA Architects and Engineers to discuss a facilities master plan. The Board feels it is important to present this plan prior to the spring election. Considering this small window, many of committee felt we already have a pretty good feeling of what was needed – instead doing this all over, which could take a few months. It was suggested to skip this step and jump-start further into the process. Closer level detail is where they'd start. The process would be more focused on stakeholders and targeted constituency groups (focus groups). T. Nixon is of the opinion that the library has to do something. We need to know what the facilities look like and who they are servicing. B. Nielsen asked what does the county need. We need to **maximize our relevance**. B. Simons noted that we need to get to those that aren't using the library (business community, different ethnicities, etc.) The classic town hall meeting won't produce results needed. B. Nielsen feels like HGA has sophisticated knowledge of projects like this. B. Simons agreed that they have a lot of fresh ideas and feels like they can direct us. N. Jeske noted that he feels that a successful firm for a project like this has to have enough local connection, which HGA does with the success of the Schreiber building, and national exposure to numerous similar projects to ensure a level of expertise that can help lead to good decisions and away from bad decisions.

**XIV. CLOSED SESSION** pursuant to Wis. Stat. § 19.85(1)(a) for the purpose of conducting public business with competitive or bargaining implications – Negotiation strategy for and the price to pay for professional services to develop a library facilities master plan.

**Motion** by T. Nixon, seconded by J. Van Dyck, to move into Closed Session at 7:30 p.m. Roll call vote: Aye: J. Van Dyck, B. Nielsen, T. Nixon, N. Jeske, C. Wagner, C. Bianchi and K. Pletcher. Nay: None. **Motion carried.** Staff left the meeting. The Library Director was invited to stay.

**XV. RETURN TO OPEN SESSION** **Motion** by T. Nixon, seconded by J. Van Dyck, to return to Open Session at 7:45 p.m. Aye: J. Van Dyck, B. Nielsen, T. Nixon, N. Jeske, C. Wagner, C. Bianchi and K. Pletcher. Nay: None. **Motion carried.**

### **XVI. APPROVE ANY ACTION THAT MAY HAVE BEEN RECOMMENDED IN CLOSED SESSION**

No action was taken in Closed Session.

### **XVII. POSSIBLE ACTION REGARDING DECEMBER LIBRARY BOARD MEETING**

### **XVIII. SUCH OTHER MATTERS AS ARE AUTHORIZED BY LAW**

C. Wagner asked if there was a plan for training staff on how to deal with homeless or disruptive patrons as the winter weather begins to set in. B. Simons had stepped out of the meeting to respond to a library issue. K. Pletcher indicated she would ask Brian to send out an email to the Library Board regarding the plans.

### **XIX. MEETING SUMMARY/NEXT MEETING PLANNING**

### **XX. ADJOURNMENT**

**Motion** by T. Nixon, seconded by B. Nielsen, to adjourn the meeting. **Motion carried.**

The meeting adjourned at 7:47 p.m.

### **NEXT REGULAR MEETING**

December 17, 2015

Central Library

515 Pine Street, downtown Green Bay

5:15 p.m.

Respectfully submitted,

Dr. Christopher Wagner, Library Board Secretary  
Sue Lagerman, Recording Secretary

**PROCEEDINGS OF THE BROWN COUNTY  
LOCAL EMERGENCY PLANNING COMMITTEE – LEPC**

Pursuant to Section 19.84, Wis, Stats. A meeting of the **Brown County Local Emergency Planning Committee** was held on Tuesday, November 10, 2015 @13:30 p.m. at Brown County Emergency Management.

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PRESENT: Leon Engler, Steve Johnson, Michael Moore, Nick Cluppert, Jeremy Klingbeil, Russ Phillips, Dan Kane, Melissa Spielman

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1. CALL MEETING TO ORDER:

The meeting was called to order by Melissa Spielman at 13:36.

2. APPROVAL OF AGENDA:

**A MOTION WAS MADE by Steve Johnson TO APPROVE THE AGENDA, Nick Cluppert Seconded. Vote taken, MOTION CARRIED UNANIMOUSLY.**

3. APPROVAL OF MINUTES:

**A MOTION WAS MADE by Leon Engler TO APPROVE THE MINUTES, Michael Moore Seconded. Vote taken, MOTION CARRIED UNANIMOUSLY.**

4. LEPC ROUND TABLE:

- Steve Johnson discussed the Brown County Health Department's role in ESF #6 (Mass Care & Human Services) as it relates to roles in emergency response. He has been heading up a discussion group to develop a plan for a Family Assistance Center during an emergency activation. Presently, all working documents for this plan development can be found on E-Sponder. Steve also discussed that the Health Department will be moving from its present location on S. Broadway, to the Sophie Beaumont building in downtown Green Bay.
- Nick Cluppert discussed the American Red Cross's campaign for Home Fire Preparedness which includes partnering with county fire departments to install and/or replace smoke detectors in residences. The residences included single family, multi family, and rental properties. Nick would like to get 1000 detectors installed in Brown County. Nick also mentioned that the Red Cross sites in Fond du Lac, Appleton, Waupaca, Sheboygan, and Manitowoc will be closing, but the Green Bay site will remain open. All services will remain the same.
- Russ Phillips discussed an opportunity for a tabletop exercise for SuperValue. Melissa will contact Russ to assist with questions and planning.
- Jeremy Klingbeil discussed NEW Water partnering with the Brown County Sheriff's Department for Active Shooter Awareness Training to be held in the future.
- Michael Moore reported that the #2 boiler at Georgia Pacific is on-line as the coal-fire boiler is down. They are also working on developing a Waste Water Plan.
- Leon Engler discussed the Coats for Kids campaign with the Salvation Army. As of November 10<sup>th</sup>, they had 3157 coats collected.
-

5. COMMITTEE REPORTS:

A. PUBLIC INFORMATION AND EDUCATION (PIE) COMMITTEE

- The Chair position remains open at this time. Melissa had sent a description of the position duties to LEPC members.

B. EXECUTIVE COMMITTEE

- Nothing reporting.

C. PLANNING COMMITTEE

- Review of the State changes in WHOPRS. The power points will be forwarded to the LEPC membership.

6. OTHER REPORTS:

A. ARES/RACES UPDATE

- Nothing reporting.

B. RECENT SPILLS

- Melissa reported the following spills in Brown County from 9/17/15 – 11/10/15 included paint, hydraulic fluid, diesel fuel, and mercury.

C. PUBLIC/PRIVATE PARTNERSHIP

- Nothing reporting.

D. EM REPORT

- Melissa Spielman reported that the EM Coordinator position was filled on October 1, 2015. Justin Steinbrinck has filled the role.
- BCEM observed a full scale exercise in Kewaunee Co that involved a hostile event at the Point Beach Nuclear Plant.
- BCEM also attended a tabletop exercise with the Green Bay VA Clinic.
- Melissa discussed a new County communications option called NEW Eye that can be used for emergency preparedness and response messaging. NEW Eye will be a public access channel found on Time Warner Cable in participating municipalities.
- BCEM will also be partnering with the Health Department to roll out a Do-1-Thing campaign for businesses. This will be part of a county-wide certification process and the goal of the program is to help make businesses disaster ready.
- Melissa discussed a State funding opportunity through the HMEP grant. More information will be forwarded to the LEPC membership for review.
- Melissa also reminded members that the National Weather Service was putting on a public presentation on Winter Weather Awareness.
- There was also discussion regarding the meeting time to change from 1:30pm, to 2:30pm.

7. PUBLIC COMMENT

- None

8. SUCH OTHER MATTERS AS AUTHORIZED BY LAW

9. ADJOURN

**A MOTION WAS MADE BY Jeremy Klingbeil TO ADJOURN AT 15:06 P.M. Leon Engler seconded. Vote taken, MOTION CARRIED UNANIMOUSLY.**

Respectfully submitted,

Melissa Spielman  
EM Director





Bridging Communities • Connecting Generations

## **PROCEEDINGS OF THE BROWN COUNTY NEVILLE PUBLIC MUSEUM GOVERNING BOARD**

Pursuant to Section 19.84, Wis. Stats., a meeting of the **Brown County Neville Public Museum Governing Board** was held at 4:30 p.m. on Monday, December 14, 2015 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

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PRESENT: Kevin Kuehn, Bernie Erickson, Erik Hoyer, Tom Sieber, and Diane Ford  
ALSO PRESENT: Cressy Birder, Rachel Patterson, Lisa Zimmerman, Dennis Rosloniec, Kevin Cullen, Kasha Huntowski, and Beth Lemke

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### **CALL MEETING TO ORDER**

1. Chairman Kuehn called the meeting to order at 4:31PM.
2. APPROVE/MODIFY AGNEDA

Motion made by Erik Hoyer and seconded by Diane Ford to approve the agenda.

Vote taken. MOTION APPROVED UNANIMOUSLY.

3. Museum Directors Report. Museum Director Lemke asked Curator Lisa Zimmerman and Communications Coordinator Rachel Patterson to share their December 8<sup>th</sup> Night at the Museum social media plan with the board. Lisa and Rachel provided an outline of the platforms, person responsible and lessons learned for future coordinated efforts.

#### **#NPMSocial**

12/3	12:30pm	Instagram	Adopt a Mastodon	Live-Lisa
12/4	1pm	Instagram	Lincoln Bust	Live-Lisa
12/7	Afternoon	Twitter	Gif	Schedule-Rachel
	12pm	Facebook	Mastodon - Getting ready for event	Schedule-Lisa
12/8	9am	Twitter	Gif	Schedule- Rachel
	1pm	Instagram	Dinos	Live-Lisa
	3pm	Instagram	Food/Flowers/Music	Live-Lisa
	4:30pm	Twitter	Lincoln Bust	Schedule- Rachel
	5:35pm	Twitter	Doors Open	Schedule- Rachel
	6pm	Instagram	Silent Auction	Live-Lisa
	6:15pm	Twitter	Dessert Table	Live- Rachel
	6:45pm	Twitter	Part of Kasha or Beth's speech	Schedule- Rachel
	6:50pm	Twitter	Volunteers	Schedule- Rachel
	7:15pm	Twitter	Activities Starting	Schedule- Rachel
	7:30pm	Twitter	Bruce	Live- Rachel
	8pm	Instagram	People at Event	Live-Lisa
	8:45pm	Twitter	Silent Auction Wrap Up	Schedule- Rachel
	9:15pm	Twitter	Over-Thank You	Schedule- Rachel
12/9	12pm	Instagram	Thank You	Live-Lisa

12/11	3pm	Facebook	Photo Album with Thank You	Schedule- Rachel
	12pm	WebsitePost	Blog with Results from Kasha	Live-Lisa
	5pm	Facebook/Twitter	Blog Push	Schedule- Rachel/Lisa

Museum Director Lemke asked Media Technician Dennis Rosloniec to share his December 3, 2015 report to the LEAN Steering Committee regarding the 6S project Time Tunnel Clean Up with the Museum Governing Board. Dennis's report reflected one non-public area where the 6S process positivity affected employee work flow. The 6S process learned will be applied to several other non-public areas of the museum in 2016 to positively influence work flow and job productivity for other employees.

Museum Deputy Director Cullen updated the board on the museum's involvement in a Virtual Learning Partnership between the Neville Public Museum and the Ashwaubenon School District. On Friday, December 11, 2015 the Neville Public Museum in partnership with the Ashwaubenon School District launched a new digital initiative: connecting museum collections to students using Google Hangouts. With Hangouts, Ashwaubenon elementary students were able to connect with museum staff from their classroom. Students were given a behind-the-scenes look at artifacts that aren't usually available to the public. The next Hangout will take place on Friday, January 15, 2016 at the Neville with four more Hangouts in the works for 2016 that will be archived digitally on YouTube.

Museum Director Lemke provided board members a copy of the IFQ Energy Performance Contract Services 11102015 in which the museum was one of the site locations selected by Public Works for a facility tour on December 1, 2015. Director Lemke also announced the museum was going to be the Green Bay location for Wisconsin Public Television's premier of the first episode of the last season of Downton Abby on December 15, 2015.

Additionally, she reviewed the goals of the 2016 Visitor Experience & Architectural Exhibition Master Plan. Of which at the conclusion of the project the museum and the vendor will have completed an exhibition master plan that supports the Museum's strategic purpose of existing spaces including concept drawings, proposed budget and projected schedule of completion.

Museum Director Lemke provided the board the updated status of attendance and revenue. In comparing FY14 YTD and FY15 YTD the 2015 Museum Audience Analysis and Strategic Messaging is working. Adult attendance is down 6.15%, but member visitation is up 20%. She correlated data with exhibition subject matter as well as internal and external promotions. In FY14 the Neville was the temporary home for the Green Bay Packer Hall of Fame. Zip Code analysis of November 2014 indicates visitors from over 47 states and correlates to the Green Bay Packer home game schedule. In comparison November 2015 had visitors from 22 states and more visitors from Wisconsin and the Upper Peninsula of Michigan. Overall attendance is nearly flat in comparison to FY14 year to date but down from FY13 and FY12 year to date. This correlates to the 2014 budget adoption to decrease Wednesday evening hours from four to one a month.

In 2016 the Neville will have a full time education specialist to increase school aged children visitation and will continue to focus marketing and promotions on strategic messaging for families, members/ donors, educators, and local businesses. Exhibits, programming, outreach and marketing decisions will be based on ongoing data collection on what the community wants and will support.

To conclude, Museum Director Lemke thanked all board members for their terms of service to the Neville Public Museum and welcomed new term appointments for Bernie Erickson, Erik Hoyer, Tom Sieber, Kramer Rock and Terri Trantow.

Discussion ensued; staff was commended on the process and encouraged to continue capturing data to share with the board, no action taken.

## **2016 Governing Board Meeting Dates**

**No January meeting**

Monday, February 8, 2016

Monday, March 14, 2016  
Monday, April 11, 2016  
Monday, May 9, 2016  
Monday, June 13, 2016  
Monday, July 11, 2016  
Monday, August 8, 2016  
Monday, September 12, 2016  
Monday, October 10, 2016  
Monday, November 14, 2016  
Monday, December 12, 2016

4. Such other matters as authorized by law: Museum Director Lemke wanted to acknowledge Diane Ford's determination, commitment and faith in the Neville Public Museum as Chair of the Neville Public Museum Foundation Board and during her term on the Museum Governing Board. Diane Ford will remain on the Neville Public Museum Foundation Board as Past Chair for one year.

Next meeting of the Neville Public Museum Governing Board will be **Monday, February 8, 2016 at 4:30pm.**

5. Adjournment. Motion to adjourn made at 5:16PM by Diane Ford and seconded by Tom Sieber Vote taken.  
MOTION APPROVED UNANIMOUSLY

**Minutes**  
**BROWN COUNTY PLANNING COMMISSION**  
**BOARD OF DIRECTORS**  
**Wednesday, October 7, 2015**  
**Green Bay Metro Transportation Center**  
**901 University Avenue, Commission Room**  
**Green Bay, WI 54302**  
**6:30 p.m.**

**ROLL CALL:**

Paul Blindauer	<u>X</u>	Matthew Harris	<u>X</u>	Debbie Schumacher	<u>X</u>
James Botz	<u>X</u>	Frederick Heitl	<u>Exc</u>	Ray Tauscher	<u>X</u>
Brian Brock	<u>X</u>	Phil Hilgenberg	<u>X</u>	Lanny Tibaldo	<u>X</u>
William Clancy	<u>X</u>	Kathleen Janssen	<u>X</u>	Jason Ward	<u>Exc</u>
Norbert Dantine, Jr.	<u>X</u>	Dotty Juengst	<u>Exc</u>	Dave Wiese	<u>X</u>
Bernie Erickson	<u>X</u>	Patty Kiewiz	<u>X</u>	Reed Woodward	<u>X</u>
Steve Gander	<u>X</u>	Michael Malcheski	<u>X</u>	City of Green Bay (Vacant)	
Adam Gauthier	<u>X</u>	Eric Rakers (Alternate)	<u>X</u>	City of Green Bay (Vacant)	
Steve Grenier	<u>X</u>	Dan Robinson	<u>Exc</u>		
Mark Handeland	<u>X</u>	Terry Schaeuble	<u>X</u>		

**OTHERS PRESENT:** Chuck Lamine, Lisa J. Conard, Cole Runge, Kathy Meyer, Dick Marbes, and Michael Schuenke of Disabled American Veterans.

1. Approval of the minutes of the September 2, 2015, regular meeting of the Brown County Planning Commission Board of Directors.

A motion was made by S. Grenier and seconded by A. Gauthier to approve the minutes of the September 2, 2015, regular meeting of the Brown County Planning Commission Board of Directors. Motion carried.

2. Receive and place on file the draft minutes of the September 8, 2015, meeting of the 2045 Long-Range Transportation Plan Advisory Committee.

A motion was made by B. Erickson and seconded by M. Handeland to receive and place on file the minutes of the September 8, 2015, 2045 Long-Range Transportation Plan Advisory Committee. Motion carried.

3. Receive and place on file the draft minutes of the September 14, 2015, meeting of the BCPC Transportation Subcommittee.

A motion was made by A. Gauthier and seconded by S. Grenier to receive and place on file the minutes of the September 14, 2015, BCPC Transportation Subcommittee. Motion carried.

4. Receive and place on file the draft minutes of the September 15, 2015, meeting of the Brown County Transportation Coordinating Committee.

A motion was made by S. Grenier and seconded by D. Wiese to receive and place on file the minutes of the September 15, 2015, Brown County Transportation Coordinating Committee. Motion carried.

5. Discussion and action on the 2016-2020 Transportation Improvement Program (TIP) for the Green Bay Urbanized Area.

L. Conard presented the TIP for the Planning Commission's consideration for approval. Staff presented an overview of the draft TIP to the BCPC Board at the August 5<sup>th</sup> meeting. Since that time, the required 30-day public review & comment period and public hearing was held as well as the required environmental consultation. Staff also met with the Transportation Subcommittee. L. Conard stated that a number of good projects were received for consideration and staff ranked those projects. The BCPC Transportation Subcommittee met and made a recommendation to the BCPC Board for approval of Funding Scenario #1. Scenario #1 includes funding for three projects. The first project being about \$495,000 for two Green Bay Metro buses. That would cover approximately 57% of the cost of the buses. The second project came from the Brown County Public Works Department in partnership with the Village of Bellevue for a portion of CTH GV from Hoffman Road to STH 172. This represents approximately 80% of design & 57% of reconstruction work. The third project is in the Village of Bellevue for engineering & rehabilitation of Manitowoc Road from Allouez Avenue to Kewaunee Road. This represents 80% of the design & 57% of construction. In addition, the Transportation Subcommittee added to its recommendation that should any additional STP-U funds become available between now and the next allocation cycle, consideration should be made to these three projects to increase federal funding to the maximum 80%.

Discussion occurred concerning a section of the road on GV between 172 and Hoffman Road, near the Sheriff's Department.

Discussion occurred regarding the Manitowoc Road project and consideration of roundabouts.

A motion was made by P. Blindauer and seconded by A. Gauthier to approve the 2016-2020 Transportation Improvement Program (TIP) for the Green Bay Urbanized Area. Motion carried.

6. Discussion and action on the Green Bay Metropolitan Planning Organization (MPO) 2045 Long-Range Transportation Plan.

L. Conard presented the Green Bay Metropolitan Planning Organization (MPO) 2045 Long-Range Transportation Plan today for the Planning Commission's consideration for approval. L. Conard stated that over the past several months, the required 30-day public review & comment period, public hearing, and consultation with environmental agencies have been held. Both the MPO Long-Range Transportation Plan Technical Advisory Committee as well as the BCPC Transportation Subcommittee have met and identified changes they would like to see added to the draft plan, and those changes are highlighted in red in the agenda packet.

Discussion occurred concerning the establishment of an intermodal transportation terminal and the recommended street widths.

A motion was made by B. Erickson and seconded by E. Rakers to approve the Green Bay Metropolitan Planning Organization (MPO) 2045 Long-Range Transportation Plan. Motion carried.

7. Discussion and action regarding CY 2016 Section 5310 Program funding awards.

C. Runge stated that staff received two applications for the Section 5310 funds. One application was from N.E.W. Curative for two vehicles that can accommodate ambulatory passengers and wheelchairs; the other application was from Disabled American Veterans and that application was for one vehicle that can accommodate five ambulatory passengers and one wheelchair. The Brown County Transportation Coordinating Committee (TCC) met on September 8<sup>th</sup> and unanimously agreed that both applications were worthy of funding. That recommendation was taken to the full Brown County TCC on September 15<sup>th</sup>, and the TCC agreed with the recommendation and has forwarded that on to the Planning Commission Board of Directors with the recommendation that you fund both applications at the requested amounts.

A motion was made by L. Tibaldo and seconded by M. Harris to approve the CY 2016 Section 5310 Program funds for the two vehicles requested by N.E.W. Curative Rehabilitation and one vehicle requested by the Disabled American Veterans. Motion carried.

8. Review of the 2016 Brown County Planning Commission budget.

C. Lamine noted that the 2016 budget is only the Planning Division's budget of the Planning and Land Services (PALS) Department. The PALS Department budget also includes the Property Listing, Land Information, and Zoning Divisions.

C. Lamine explained the budgeted revenue as follows:

Revenue side

- Executive added levy funds to the budget.
- General Property Taxes increased from \$234,000 to \$306,000.
- \$50,000 for contracted services for economic development marketing efforts for Brown County's WEDC Certified Site at the airport and the Brown County Research and Business Park.
- Federal grants – addition of \$15,000 for Coastal Management Grant to seek funding to do a study to identify opportunities for safe harbors in the lower bay and Fox River. Balance of \$301,000 is from federal transportation planning grants.
- State grant aid - minor reduction. The DNR reduced sewer service area water quality grant fund by \$5,000.
- Charges & Review fees CSM plat variance review - we don't anticipate that in 2015 we'll hit what we budgeted for. However, our permit revenues on the Zoning side are higher than anticipated.
- Intergovernmental charges - a slight reduction. We will be completing Comprehensive Plans for the Village of Pulaski and Wrightstown. \$25,000 for ADRC Rural Specialized Transportation Study. The Red Cross provided a specialized transportation service which covered the urbanized area and extended into the rural area. This service was transferred as of July 1<sup>st</sup> to Curative Connections (formerly N.E.W. Curative). There is interest in expanding the specialized transportation service farther into the rural areas. Staff will develop a study to identify where the demand exists in 2016.
- Intra County Charges. \$20,000 from Parks Department to develop the Brown County Open Space & Recreation Plan.

Expense side

- County Executive has budgeted a 2% salary increase. Questions still remain on how this will be allocated.

- Indirect costs increased due to costs associated with our 10-county housing loan program.
- Contracted services increased to add an economic development marketing person for the Brown County Research and Business Park and Airport Certified site.
- County Executive put \$60,000 on levy for next year to help fund the vacant GIS position and wean the Property Listing Division off of LIO funds.

The County Executive also included \$55,000 in the Brown County Public Works Department's 2016 budget to complete engineering work necessary to advance the Southern Bridge project's Interstate Access Justification Report (IAJR).

A motion was made by J. Botz, seconded by P. Blindauer, to approve the 2016 Brown County Planning Commission budget. Motion carried.

#### 9. Directors Report.

C. Lamine stated he received the approval letter from WDNR for the 2040 Brown County Sewage Plan.

C. Lamine provided a follow-up from the previous meeting concerning the possibility of board members receiving their agenda packets electronically rather than receiving paper copies. C. Lamine indicated that he has been researching this option. C. Lamine asked for a show of hands of how many members would be interested in receiving electronic agenda packets. Twelve members indicated they would be in favor of receiving the agenda packets electronically.

P. Kiewiz will look into WiFi access at Green Bay Metro Transportation Center.

A motion was made by S. Grenier and seconded by R. Tauscher to receive and place on file the Directors Report. Motion carried.

#### 10. Brown County Planning Commission staff updates on work activities during the month of September, 2015.

A motion was made by B. Erickson and by K. Janssen to receive and place on file the Brown County Planning Commission staff updates on work activities during the month of September 2015. Motion carried.

#### 11. Other matters.

K. Janssen commented that the Town of New Denmark has a couple of railroad crossings that are in bad shape.

S. Grenier stated that the City of Green Bay will be in contact with our local legislators and try to bring them in and potentially introduce a bill to rewrite part of the state statute and provide a date by which, after proper notification processes are followed, the railroads must bring the condition of their crossings up to standards and if they fail, to allow the municipality the ability to correct it. Right now, it's the railroad's right-of-way. S. Grenier stated he has taken this to the Office of the Commissioner of Railroads (OCR) and has not received a response from the OCR.

12. Adjourn.

A motion was made by A. Gauthier and seconded by S. Grenier to adjourn. Motion carried.

The meeting adjourned at 7:12 p.m.



**STAFF REPORT  
TO THE  
BROWN COUNTY PLANNING COMMISSION  
November 4, 2015**

**October, 2015 Staff Activity Reports**

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**The recent major planning activities of Chuck Lamine, Planning Director:**

- Coordinated and attended the October 7 Brown County Planning Commission Board of Directors meeting.
- Attended the October 28 Green Bay/Brown County Professional Football Stadium District Meeting.
- Presented the 2016 Planning and Land Services Budget to the Planning, Development & Transportation Committee the evening of October 19.
- Attended the Airport Development Committee meeting October 1.
- Attended the Economic Development Committee Department Head meeting with County Executive.
- Attended the City of Green Bay TIF Joint Review Board meeting as the Brown County representative.
- Attended the Village of Allouez TIF Joint Review Board meeting as the Brown County representative.
- Attended the Advance Municipal Issues Committee meeting October 1.
- Prepared follow up information as a result of the Wisconsin Department of Administration monitoring visit for the CDBG-Economic Development Grant program.
- Facilitated staff meetings with Planning Division and PALS Manager Staff.
- Attended the Executive meeting the evening of October 12 regarding the Brown County Class & Compensation Plan.
- Coordinated with PALS staff and the Corporation Counsel office regarding land subdivision by will or court order situation.
- Participated in a focus group discussion regarding the Titledown Development adjacent to Lambeau Field,
- Initiated review for a Brown County Economic Development Revolving Loan Fund loan for a business in downtown De Pere.
- Reviewed and discussed an Environmental Assessment Report for potential acquisition.
- Participated on screening panel for a vacant Brown County department head position.
- Initiated annual performance evaluations for PALS management staff.
- Reviewed and approved all PALS department personnel evaluations completed by management staff.
- Met with BC PALS Department staff and representatives of Hobart to discuss their draft Comprehensive Plan and other planning-related topics.
- Met with the Brown County Executive, Brown County Deputy Executive, and Principal Transportation Planner to discuss the status of the County Executive's Southern Bridge Coalition.

**The recent major planning activities of Cole Runge, Principal Transportation Planner:**

- Developed CY 2016 Section 5310 Program project approval letters to Curative Connections and Disabled American Veterans after their projects were approved for funding by the BCPC Board of Directors. Also prepared project agreements and sent the agreements to Green Bay Metro for review and comment.
- Participated in teleconferences with representatives of WisDOT's Central Office and the Federal Highway Administration (FHWA) to finalize the topics and speakers for the 2015 MPO State Conference.
- Finalized the agenda for the 2015 MPO State Conference. Also finalized arrangements with the conference venue, the conference hotel, and Lamers Bus Lines.
- Reviewed and prepared comments regarding the Draft Village of Hobart Comprehensive Plan Update. Also met with BC PALS Department staff and representatives of Hobart to discuss the draft plan and other planning-related topics. Following this meeting, I submitted written comments about the draft plan to Hobart staff.
- Reviewed and prepared comments regarding the Draft Town of Ledgeview Comprehensive Plan Update. Also submitted written comments about the draft plan to Ledgeview staff.
- Prepared for and participated in a fall work program review meeting with representatives of WisDOT and FHWA.
- Made revisions to the MPO's Draft 2016 Transportation Planning Work Program in response to comments from WisDOT and FHWA. Also prepared the final draft for review by the BCPC Board of Directors.
- Met with the Brown County Executive, Brown County Deputy Executive, and County Planning Director to discuss the status of the County Executive's Southern Bridge Coalition.
- Developed the MPO's report and reimbursement request to WisDOT for the third quarter of 2015. Also prepared a transportation program expense report for the third quarter and submitted it to the BC Administration Department.
- Participated in a Best Practices for Online Public Engagement for MPOs webinar with other MPO staff.
- Prepared annual performance reviews for MPO staff. Also met with MPO staff to discuss the reviews.
- Conducted three weekly MPO staff meetings.

**The recent major planning activities of Aaron Schuette, Principal Planner:**

- Prepared and submitted CDBG-Housing quarterly reporting materials and reimbursement request to WDOA.
- Chaired a meeting of the Northeastern Region CDBG-Housing Committee on October 6.
- Prepared 9 environmental review records for potential regional CDBG-Housing rehabilitation projects.
- Prepared 2 historic and architectural review requests for potential regional CDBG-Housing rehabilitation projects.
- Coordinated acceptance of the 2014-2015 CDBG-Housing grant award letter.
- Prepared annual employee evaluations for the Senior Natural Resources/Land Use Planner and Planner I – Housing.
- Prepared a bid document for regional CDBG-Housing rehabilitation loan.
- Met with the Wrightstown School District Superintendent to discuss population trends for the Village of Wrightstown Comprehensive Plan Update.

- Began to review the results of the Wrightstown Comprehensive Plan visual preference survey.
- Met with the Glenmore Planning Commission on the evening of October 13 to review the full draft Land Use Chapter and determine the timeline for the review and adoption process.
- Compiled a full draft of the Glenmore Comprehensive Plan Update and distributed it to the Glenmore Planning Commissioners for their review.
- Met with the Village of Wrightstown Planning Commission to review the draft Utilities and Community Facilities Chapter on the evening of October 19.
- Prepared a draft of the Utilities and Community Facilities Chapter for the Town of Morrison Comprehensive Plan Update.
- Prepared a contract for the Village of Pulaski Comprehensive Plan Update starting in 2016 and provided it to the Village.
- Assisted the Village of Pulaski Zoning Administrator with a zoning issue.
- Assisted the Village of Allouez Planning and Zoning Administrator with the process to amend the comprehensive plan.
- Prepared and submitted a Wisconsin Coastal Management Program grant application for an inventory and analysis of potential harbors of refuge on the bay and Fox River.
- Met with the Village of Hobart staff to discuss the Intergovernmental Cooperation Chapter of the Village's comprehensive plan.
- Prepare and packaged the Town of Morrison zoning map GIS data and provided it to DATCP for the Working Lands Initiative.
- Provided copies of all new zoning maps that BCPC staff prepared for the Working Lands Initiative to Brown County Land Conservation for the Farmland Preservation Program.
- Provided information to all Brown County municipalities about a recent U.S. Supreme Court case that will impact local signage regulations.
- As requested by the Town of Lawrence Zoning Administrator, performed a review of the Town's draft Agriculture-Farmland Preservation Zoning Ordinance prior to submittal to DATCP.
- Assisted 95 members of the public or local communities with inquiries related to the CDBG-Housing program, local planning, zoning, or land division issues.

**The recent major planning activities of Peter Schlein, Senior Planner:**

- Began review of 13 new certified survey maps (CSMs). Completed review of 8 CSMs. Signed and filed 11 CSMs.
- Began the review of 1 preliminary plat. Completed review of 1 preliminary plat. Began the review of 1 final plat. Completed review of 2 final plats. Signed and filed 2 final plats.
- Completed the filing of the approved 2040 Brown County Sewage Plan with the WDNR – Bureau of Water Quality using an online SWIMS program. The online program makes the document and approval process available to the public through the WDNR website.
- Worked with LIO Coordinator and Transportation/GIS Planner in order for the Brown County website to be updated to reflect the approved 2040 Brown County Sewage Plan and related online interactive maps.
- Completed an environmentally sensitive area (ESA) Plan Correction in the Village of Suamico for Lots 16, 17, 18, 19, 41, 42, 43, 44, 48, 50, and 51 of the Moose Creek Estates subdivision. The plan correction established 35-foot setbacks on existing wetlands within the subdivision.

- Provided additional planning services and ESA related duties, including advice to inquiries related to potential major and minor ESA amendments, identification of ESA violations, and assisting the public regarding allowed and restricted uses within an ESA buffer.
- Continued to utilize an online format for submitting and filing SSA and ESA amendments with the WDNR – Bureau of Water Quality to expedite the review and approval process, saving time and money for staff and property owners. Using the program is required in order to be eligible for a water quality grant that Brown County applies for annually.
- Continued contact with staff from Brown County Public Works Department regarding the needs for data collection and updates related to the new MS4 Permit for Brown County.
- Discussed with staff the alternatives for mapping and monitoring outfalls related to the Brown County MS4 permit. Brown County has been proposing a more efficient method for about 7 years, and the WDNR agreed to the new monitoring method in April 2015. New interactive maps that meet the permit criteria are being proposed for the DPW Department staff to use when monitoring outfalls.
- Hosted in Brown County an Erosion & Sediment Control Workshop on October 20, 2015. Some of the workshop information was presented by Northeast Wisconsin Storm Water Consortium, of which Brown County has been a member for over 10 years. Hosting the workshop aides in meeting educational requirements related to Brown County's MS4 Permit.
- Worked with WDNR – Bureau of Water Quality to establish an additional \$10,000 in water quality grant funding for year 2015. A total of \$34,000 was originally expected for 2015. If an amendment agreement is accepted by the BCPC Board on November 4, Brown County will receive a total of \$44,000 for 2015.
- Completed the Park Plan map edits, Economic Development chapter, and Implementation chapter of the Lawrence Comprehensive Plan. Chapter writing is expected to conclude by end of year with plan approvals occurring early in 2016.
- Completed the final approval of the Suamico Comprehensive Plan Update. Awaiting one map from Suamico Staff before the project is closed.
- Provided assistance and information to the general public, surveyors, and local units of government regarding various land divisions, potential developments, and general questions pertaining to the subdivision ordinance and general planning concepts via phone conversations and meetings.

**The recent major planning activities of Lisa Conard, Senior Transportation Planner:**

- Finalized work on the *Green Bay Metropolitan Planning Organization (MPO) – 2045 Long-Range Transportation Plan (LRTP)*.
  - Presented draft to the Brown County Planning Commission Board of Directors for approval.
  - Prepared document for final printing.
  - Submitted plan to Federal Highway Administration, Federal Transit Administration, and WisDOT for approval.
- Finalized work on the *2016-2020 Transportation Improvement Program (TIP) for the Green Bay Urbanized Area*.
  - Presented draft to the Brown County Planning Commission Board of Directors for approval. Identified funding scenarios for \$3,372,879 in STP-U funds to be distributed to urban area qualifying projects. Presented recommendation of Transportation Subcommittee.
  - Assigned MPO numbers to approved projects.
  - Began and finalized required Fiscal Constraint Demonstration for federally funded projects.

- Prepared document for final printing.
  - Submitted plan to Federal Highway Administration, Federal Transit Administration, and WisDOT for approval.
  - Wrote announcement for the MPO Facebook page.
- Attended lecture sponsored by Brown County entitled *Fresh & Fierce: Unleashing Your Best Self in Work & Life*. This lecture, presented by Paul Wesselmann, identifies strategies on how to make simple, minor shifts in our mindsets & daily choices leading to an increase in effectiveness & enjoyment overall.
- Created Transportation Alternatives Program (TAP) information distribution lists in anticipation of the next funding cycle expected to be initiated in the near future by WisDOT.
- Reviewed and provided comments and suggestions regarding Green Bay Metro's new website.
- Consulted and/or provided information to Metro staff regarding various service, compliance, and/or other issues.
- Attended a webinar entitled *Best Practices for Online Public Engagement for MPO's*.
- Participated in the October 14 meeting of the NE WI Regional Access to Transportation Committee. The purpose of the committee is to address issues relating to transportation for low income populations, seniors, and individuals with disabilities. Emphasis is placed on coordination and funding.
- Presented the *Green Bay Metro—Quarterly Route Review and Analysis Report, August, 2015* to the Green Bay Transit Commission on October 14.
- Presented various items at the Brown County Planning Commission Board of Directors meeting the evening of October 7.
- Participated in MPO staff and BCPC staff meetings as necessary.

**The recent major planning activities of Jeff DuMez, GIS/Land Records Coordinator:**

- A lot of GIS database edits and updates to the system were done this month, consuming most of my time. These updates are much-needed especially as we are without a GIS Technician.
- Attended PD&T budget meeting.
- Produced ward boundary map for Village of Allouez.
- Produced large custom map for the District Attorney for a court case.
- Coordinated with Tech Services to add more integration of the Land Records Search site with the online GIS.
- Added historic parcel data to online GIS mapping.
- Produced custom large scale maps for a local assessor.
- Created custom maps of Drainage District 4 for the Town of Scott.
- Assisted Public Safety & Communications with set up of GIS computer.
- Coordinated with Public Safety & aerial vendor to produce aerial imagery in a format suitable for the 911 system computers.
- Continued maintaining the GIS system servers.
- Continued the process of updating the Land Information Strategic Plan.
- Provided GIS data and other services for Performa, McMahon, Cedar Corporation, Fehr Graham, SkyMap Global, Anderson Improvements, MSU, Bay-Lake Regional Planning Commission, Keller Williams Realty, Fox-Wolf Watershed Alliance, Marquette County Michigan, Barrientos Design and Consulting, US Lamp Inc, Town of Lawrence, Town of Green Bay, Town of Eaton, Town of Pittsfield, Town of Scott, Town of Morrison, Town of Humboldt, City of DePere, City of Green Bay, Village of Bellevue, and others.

- Assisted other people with miscellaneous service, data, and training requests.
- Attended several staff meetings as needed.

**The recent major planning activities of Dan Teaters, Planner I (GIS/Transportation):**

**Daily Work**

- Brown County Bicycle and Pedestrian Plan 2015.
  - Began reviewing bicycle planning literature for new standards and techniques for bicycle and pedestrian engineering, education, encouragement, enforcement, and evaluation.
  - Began writing the introduction.
  - Contacted City of Sturgeon Bay Planning Department, Bay Lake Regional Planning Commission, and Door County Planning Department to discuss the development of a signed bicycle route between downtown Green Bay and Peninsula State Park.
- Bicycle Parking.
  - Continued developing the bicycle parking dataset.
- 2015 MPO/RPC/WisDOT Fall Planning Conference
  - Prepared a Prezi titled Data Collection on the Go for the MPO Conference at the end of the month.
  - Presented Data Collection on the Go.
  - Assisted with conference registration.
- Assigned addresses as requested.
- Web updates.
  - Updated the Transportation web pages to include the approved TIP and LRTP.
  - Updated the Housing web page with updated documents.

**Staff meetings**

- Participated in the regular staff meetings held on the first and fourth Thursday morning.
- MPO Staff Meetings Monday mornings.
- Attended the Upper Midwest APA Conference (10/12/15 & 10/13/15).
- Attended the 2015 MPO/RPC/WisDOT Fall Planning Conference.

**The recent major planning activities of Todd Mead, Planner I - Housing:**

- Closed on six (6) NE Wisc Community Development Block Grant (CDBG) Housing Loans.
- Attended the Northeastern Wisconsin Region CDBG-Housing Committee meeting on October 6 at the Neville Museum.
- Gave a presentation at the Door County Board of Realtors meeting on October 7.
- Prepared and ordered two (2) interim site inspections for the NE Wisc Community Development Block Grant (CDBG) Housing Loan Program.
- Prepared and ordered housing quality standards (HQS) inspections for CDBG clients.
- Prepared and ordered final site inspections for CDBG clients.
- Prepared and ordered one (1) lead-based paint clearance for a CDBG client.
- Met with CDBG clients and their contractors to prepare them for their future rehabilitation project.
- Opened new CDBG applications.
- Denied and closed out CDBG applications.
- Submitted and corresponded with bid documents to CDBG applicants for future rehab projects.

- Submitted and corresponded with bid documents to RLF applicants for future rehab projects.
- Attended staff meetings as needed.
- Attended a monthly Brown County Lead Coalition meeting.
- Continued to work on new and existing applicant files from Northeastern Wisconsin CDBG counties.
- Continued to work on new and existing applicant files from Brown County RLF Program.
- Continued general outreach and marketing efforts for our RLF and CDBG-Housing Loan Programs.

**The recent major planning activities of Ker Vang, Planner I (GIS/Transportation):**

**Daily Work**

**GIS**

- Updated sidewalk inventory in downtown Green Bay.
- Began reviewing and updating speed limits for the street centerline data.

**Bike and Pedestrian Plan**

- Began working with Transportation Planner (Teaters) on the Bike and Pedestrian Plan.
- Identified the top 30 employers in Brown County and contacted each employer to ask if they provide bicycle parking at their facility.
- Continue to inventory bike racks throughout Brown County using aerial photos, google map, existing community plans, and field inventory.
- Contacted business associations for their assistance to identify if their members provide bicycle parking.
- Began reviewing and updating the inventory of traffic signals with and without countdown indicators.

**Website**

- Posted and updated BCPC/ Green Bay MPO Facebook page as needed.
- Posted and updated BCPC/ Green Bay MPO Twitter page as needed.
- Updated committee minutes and agendas on the Planning Department website.

**Meetings**

- Attended the 2015 MPO/RPC/WisDOT Fall Planning Conference on 10/26/15 and 10/27/15.
- Participated in a webinar on "Pedestrian and Bicycle Safety on University Campuses." 10/16/15
- Participated in a webinar on "Best Practices for Online Public Engagement for MPO's." 10/6/15
- Participated in a session during the WI municipal GIS user group meeting. 10/2/15
- Participated in MPO staff meetings and PALS staff meetings as needed.

## GREEN BAY/BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT

Pursuant to Section 19.84, Wis. Stats., a meeting of the Green Bay/Brown County Professional Football Stadium District was held on **Wednesday, January 28, 2015** at 3:30 p.m. at 1265 Lombardi Avenue, Green Bay, Wisconsin.

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PRESENT: Ann Patteson, Margaret Jensen, Ken Golomski, Sen. Cowles, Ron Antonneau and Chuck Lamine.

EXCUSED: Keith Zimmerman

ALSO PRESENT: Pat Webb, Greg Kuehl, Bill Vande Castle, Stephanie Dutkowski, Jeff Puissant, Brad Toll, Beth Ropson, Joel Everts and Aaron Popkey.

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1. CALL MEETING TO ORDER

The meeting was called to order by Chair Patteson at approximately 3:30 p.m.

2. ROLL CALL

Roll call was taken. All Board members were present except Mr. Lamine who arrived at 3:33.

3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

Mr. Webb distributed the current sales tax figures and the recent tour update to be discussed in the Director's Report.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO APPROVE THE AGENDA AS MODIFIED. Vote taken. MOTION CARRIED UNANIMOUSLY.

5. APPROVE MINUTES OF DECEMBER 15, 2014

Mr. Antonneau questioned the absence of discussion about the 70/30 vs 80/20 split in capital and event grant awards. Mr. Webb said that it wasn't voted on. He said the parameters and guidelines discuss the split. Mr. Antonneau said that technically this discussion should have been in the minutes. Chair Patteson pointed out the reference on page 10, paragraph 4. It states, "Mr. Antonneau likes the 70/30 split but isn't wed to anything." She also pointed to the comments from Mr. Webb stating the 70/30 split and that nobody complained about that. Then it is noted that Sen. Cowles liked an 80/20 split. Chair Patteson was leaning more towards capital but feels some others on the Board favor events over capital. She said there wasn't a consensus although the minutes clearly noted the discussion of a possibility of a 70/30 split. Therefore, she feels the minutes do accurately reflect the discussion. There was no motion taken so the discussion was captured in the minutes. Chair Patteson asked if Mr. Antonneau would like to propose a change to the minutes. He said he didn't want to be nitpicky but he mentioned that he remembered Chair Patteson mentioning she would prefer the split skewed even more the other way. Mr. Webb agreed and said that her



comment was in the minutes and Chair Patteson pointed that out on page 10. Mr. Webb also said the proposal in the agenda also allows the Board to pick a number or use it as a guideline.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO APPROVE THE MINUTES. Vote taken. MOTION CARRIED UNANIMOUSLY.

6. COMMUNICATIONS

- A. December 15, 2014 *Green Bay Press Gazette* Article, "Stadium Board Dissolution not a Simple Matter".

Mr. Webb presented the article from the last Board meeting.

- B. Late Communications (if any)

There were no other communications.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO RECEIVE THE COMMUNICATION AND PLACE ON FILE. Vote taken. MOTION CARRIED UNANIMOUSLY.

7. CVB PRESENTATION REGARDING SPECIAL EVENT FUNDING

Mr. Webb explained there are three items listed that the CVB has asked the District to consider funding. He said the presentation would be in open session. The only purpose for a closed session would be to discuss negotiation parameters. The other thing would be that the whole discussion of the allocation grant formula could be taken up before the presentation. Mr. Antonneau didn't think the formula would affect these items. While discussing the merits of the three requests Chair Patteson would like to apply the draft guidelines so they understand it better. Mr. Webb agreed and Mr. Kuehl handed out some of the highlights. Mr. Antonneau asked about the \$111,000 spent last year and he suggested the balance from the \$200,000 budgeted amount be rolled over to this year. Mr. Webb said this is a continuing fund and it really doesn't matter. There is \$200,000 budgeted which can be spent or you could use excess funds. It isn't like an appropriation. It is a guideline. He wanted to begin with the USA Hockey request because there were additional guests in attendance.

- B. USA Hockey Girls/Women's National Championships

Mr. Toll of the CVB thanked the Board for the opportunity to address them regarding these events. He mentioned that they received funding for a number of events this year and the area is going to have a terrific year beginning with the USA Bowling starting Sunday. The national championship will be broadcast on ESPN live from Ashwaubenon Bowling Alley. That event would not have happened without the Stadium District's support. They appreciate the work on the guidelines for the contributions and these will be very helpful to the CVB moving forward. He mentioned they have been talking to the Room Tax Commission, the Oneida Nation, and the Lodging Association updating them on the work of the CVB. He would be happy to present to this Board at a future meeting should you want to know more about the CVB in general.

Mr. Everts agreed the guidelines will be helpful. He introduced Stephanie Dutkowski, president of the Green Bay Hockey Association. She gave some history and framework for the USA Hockey Girls and Women's National Championships event. It was in Green Bay in 2010 with the girls tournament on one weekend and the womens on a separate week. This year they will be hosting both tournaments in the same week because of how Easter fell. Ms. Dutkowski said they are building a rapport with USA Hockey. They hosted the 2014 USA Hockey Boys Tier 1 National Tournament. There were over 100 Division 1 scouts in town and boys got drafted and the Team Wisconsin U16 won the national tournament. This year is the girls and womens tournament. There are future Olympians and past Olympians on the womens team and it is really good hockey. It is a bigger tournament than last year. It will take six rinks to do this. Part of the request for the funding is to help offset the costs for ice time. There are teams from across the country coming in. Teams from Massachusetts are already qualified. They have filled the Tundra Lodge. Teams will come from the South, East, West and the Midwest. This area is a good location for hosting this tournament because it is drivable. It takes 5 days and people start arriving on Tuesday, practice Wednesday, and possibly play into Sunday. The championships for the girls will be on Monday. They are working with De Pere Youth Hockey and Appleton Youth Hockey to pull off this event. There are over 805 volunteers needed for the event. They were very successful last year and the CVB awarded it the event of the year. She spoke to the hotel and restaurant groups and they love this event. The timing of this event with the application for the 2017 event is literally within the same week. They finish up and apply for 2017. The people that are helping decide if they get 2017 will be attending this USA Hockey event. They come in, tour the area, watch the tournaments, and check in with teams. A big piece of getting more tournaments is the feedback they get from the players, parents, and fans. They want to hear that this was a good event. Mr. Everts and she went to Pittsburg for this event and it was held out in the suburbs – as far as Appleton is from Green Bay. They didn't really see anybody or do much else. However, Green Bay is a festive city. You will see other hockey teams at restaurants, the Gamblers game, Pro Shop, etc. They love this place and they will spend a lot of money that week. She is hoping for the Board's support to help all the families that work hard all year long to pull off an event like this. Mr. Everts added that the facility costs are what they are requesting help for. Because of hosting the two tournaments during one week, they need to get additional ice time rented for the week. They are using the Resch Center and Appleton Ice. There are additional costs because they can't do everything just at Cornerstone and De Pere where the majority of the games will be played. There is an estimated 4,000 room nights with an economic impact of approximately \$2.4 million. There will be about 76 teams in attendance. He asked if the Board had any questions. Vice-Chair Golomski asked if the numbers are estimated or hard numbers. Mr. Everts said it is estimated but since they've had the event before the numbers are a combination of the 2010 numbers and estimates with minor changes for this year. Vice-Chair Golomski asked if the economic impact number was based on previous numbers. Mr. Everts said they used their calculator for that so it is an estimate right now. They will show the hard numbers on the post event report. Vice-Chair Golomski asked if their estimates have matched up with the hard numbers for events in the past. Mr. Everts said they didn't have this system in place – it is new this year. Mr. Toll added the impact calculator was developed by Destination Marketing Association International (DMAI). Each year the State of Wisconsin does an economic impact report and they ask the same company to draw down Brown County and give us those numbers. DMAI hired the same company (Tourism Economics) to develop a calculator. They typically look at the room nights and what type of event it was and then try to calculate it by hand. There was consistency from group to group based on that but they weren't using Brown County tax codes and getting that detailed. This calculator does that. It is impossible to fudge with. They put in data and get a number. They've started using this now and all the information they supply to the Board will come from that calculation. He offered to give the Board a copy of the

report that shows what they entered for the event. Vice-Chair Golomski asked how close they were in the past without the calculator. Mr. Toll said they've been pretty close actually. It is always an estimate. When it comes to fans, the hotels report back to the CVB but they don't ask everyone who comes in if they are part of the hockey group. How they typically go after a piece of business is they are able to go into a database of all different meetings and events and view the event's data from last year's event. If they estimated 8,000 room nights but they had 4,000 they can go back to the group and ask questions. Therefore, they can get a pretty good estimate going in based on an event's history in other areas and the history of the event here. Vice-Chair Golomski asked how they measure the success of an event at what percentage of the estimate and at what point are they concerned. Mr. Toll said this event would be considered a great success for our area for March. They would need many events that generate 300 hotel rooms and they are fortunate there are so many hockey clubs in the area to help with this event by utilizing the volunteers available. There are only ten staff members at the CVB and there's no way they could do this event if they didn't have those volunteers at the clubs. They handle the housing side of it but couldn't do it without the local clubs. Ms. Dutkowski said the event was held in Boston and San Jose and she knows that the Wisconsin families didn't go to those tournaments. They sent their players but the entire families didn't go. Vice-Chair Golomski asked if they had the hard numbers from those events. They have access to those numbers. She went on to say that this event will be successful because she feels families will attend. Chair Patteson added that they had a similar event that was successful in 2010. Ms. Dutkowski agreed. Mr. Webb explained that the room nights for this event are similar or better than the WIAA tournament room nights. This is a big impact. Chair Patteson feels it looks like an impressive event when you look at the significant economic impact and also the comment that Brad made about this time of year being slower. She likes to see athletic events come to the area as well. She had a question on the budget that was provided. Based on the estimated income and expenses that the expenses are already covered if everything goes as planned. Mr. Webb explained that they sent a letter asking for fund to provide an opening reception that is not in the budget. The Board probably wouldn't pay for the reception but would rather contribute to the ice time. This would be the added benefit our contribution would provide. The idea behind the reception would be to get people to the Gamblers game and get the people that will make the decision for 2017 more likely to come back. They would be enhancing this event in order to encourage the group to return to the area in 2017. They'd like it to recur over and over. Ms. Antonneau asked about the old arena's sheet of ice. Mr. Toll says it does have ice intermittently. This weekend it had an RV show and the ice will go back in. In February the boat show happens and the ice will be down again. This time of year it is in and out. Ms. Dutkowski said there was an event booked for the tournament time period and they didn't want to have to go to Appleton but they needed to. Ms. Antonneau asked if this event is similar to the event they had in the past. Mr. Toll said they have womens and girls on two different weekends. This event will be held the same week because of Easter. If they were held on different weekends they could probably use Cornerstone and De Pere Ice Center. Mr. Webb said the boys tier one tournament was held last year too. Mr. Toll agreed that event was here and there were even NHL scouts in attendance. Many of the girls attending this tournament will end up on college teams. Mr. Antonneau said the mall manager told him sales were up during the last tournament held here. Chair Patteson thought the girls hockey players might even spend more at the mall than the boys did. Ms. Dutkowski said the girls pay \$6,000 to \$9,000 to play so they will probably have the money to spend. Mr. Antoneau asked about the economic impact and whether they could capture the retail impact. Mr. Toll said they are not able to go in and increase the number for retail. It looks at the number of people coming in and the impact is based on estimates. Retail spending, dining, rental cars, transportation, etc. are all estimated. He knows from experience that teams will probably bus in because we are in the middle of the country. But if you are coming from Alaska you will probably

fly in. Therefore, the estimate you get out is based on the information you put in. He does feel the girls will go to the mall. For the WIAA girls basketball and volleyball tournaments the mall sees high traffic. Mr. Antonneau said that the economic impact could be higher than the actual numbers reported. Mr. Webb agreed but there is a retail function in the calculator for the economic impact. Mr. Everts said there are two separate calculations because the girls tournament would bring more people with them than the women. The women usually use 6-10 rooms per team. The girls use about 20-25 rooms per team. The event numbers will be impacted by  $\frac{3}{4}$  girls and  $\frac{1}{4}$  women.

There were no other questions about this event. Chair Patteson asked if the Board would like to take each event separately or hear from everyone and then decide. Mr. Antonneau said he'd prefer to take them one at a time. Ms. Jensen agreed. Chair Patteson asked if they used the draft policy would this event be analyzed any differently than the proposed chart. Mr. Webb said this event would meet all the benchmarks and clearly falls within this policy. If you accepted the benchmarks and use them it would pass those and meet all the other requirements. He feels it is kind of like a no-brainer. Chair Patteson wanted to look at the timing on the proposed draft. This is a 2015 event and she wanted to know what else was approved. Mr. Webb said that \$110,000 has been committed in 2015. This would be another \$20,000 for a total of \$130,000. In the proposal they are looking at allocating a total of \$200,000 a year for special events and capital. Mr. Antonneau said any amount of money they didn't spend of the \$200,000 last year could be used this year. Mr. Webb agreed that you can always use the fund balance. The budget amount is not hard and fast. There is a rollover aspect.

Sen. Cowles mentioned that there will definitely be more requests. He asked Mr. Toll what else he anticipates for 2015. Mr. Toll answered that this year was unusual – there were a lot of sports events presented for 2015 and next year will be a lot of conventions. He's not sure about the opportunities that will come along for this year. If you've reached a cap he would try to get the event a different year. Right now he doesn't have anything else for 2015 that he is aware of. Some events may pop up due to unforeseen circumstances. Bid fees may be lower depending on how hard pressed they are for a location. Most big sports events would have their site selected by now and people would be making plans to attend. Therefore it is unlikely larger events would be coming in for 2015.

Mr. Vande Castle arrived at 4:05 p.m.

Mr. Webb said that \$111,000 was approved last year but only spent \$102,000 because the hotel market study was less than budgeted. Mr. Antonneau approximated there is \$168,000 left for 2015. Ms. Jensen asked if the concert has already been taken into account. Mr. Webb said the concert is outside this Board function. Chair Patteson said they are not paying money for the concert event – it is a net revenue. She said there is \$219,000 plus the extra. If you multiply that times the 70% number discussed for events that would bring you to \$153,000 available for special events. If you spent \$130,000, that would leave about \$25,000 for 2015 for special events. If you take the policy and apply the 70% that is the number you'd be looking at. She isn't suggesting this isn't a worthwhile event because it seems like it obviously is but she just wanted to make sure the Board was aware that they are spending these numbers for 2015. Mr. Webb said there is about \$300,000 to spend – 70% would be \$210,000 and they've already approved \$110,000 plus this event would be \$130,000. Therefore, if you combine the two years there is some leeway. If you take the \$200,000 plus \$100,000 from last year – rounded up it would be \$300,000. 70% of that would be \$210,000. He has already paid \$110,000 so that leaves us with \$100,000 left for events this year. Chair Patteson said that sounded a little better.

A MOTION WAS MADE BY SEN. COWLES AND SECONDED BY KEN GOLOMSKI TO APPROVE FUNDING \$20,000 FOR THE USA GIRLS/WOMENS HOCKEY EVENT. A vote was taken. MOTION PASSED UNANIMOUSLY.

Chair Patteson thanked the Green Bay Hockey Association representatives for coming to the meeting.

A. Midwest Women's Bowling Tournament

Mr. Webb said this event is for 2018 but the commitment for a bid needs to be made now. Mr. Kuehl said the funds are needed in 2017. Chair Patteson asked if the amount would be budgeted now. Mr. Webb said it is kept track of by the year it is spent. If it is requested in 2017 it will go against the 2017 budget. There isn't a full budget for this event because it is technically a bid fee. The room nights are slightly below the tentative benchmark but the economic impact is significantly above what is set. Sen. Cowles asked what time of the year this was held. Mr. Webb said it was June. Mr. Everts reported that this is a relatively new event. The midwest state associations decided they want to do a regional tournament. This is the second year and Illinois is hosting in Rockford. It is 5-6 weekends. They start bowling the first weekend in May and bowl every weekend for 6-7 weekends. They pick one weekend and bowl to qualify. Each year it is growing and is up to 3,600 bowlers with a \$2.6 million economic impact. It could be higher. The funds will go towards the bid for the Green Bay Women's Bowling Association to bid for the Wisconsin destination. They know Wausau, Madison, Appleton and Milwaukee will be bidding. They can go to the bowling facilities and factor everything in and go to Midwest Bowling Association with their numbers. Mr. Kuehl asked him to explain how this changed from the original time they discussed this event. Mr. Everts explained they originally requested \$50,000 because he was thinking more what it would take for Green Bay to be the attractive bid but realized he didn't know how to fully bid on a bowling tournament so he would let the womens bowling association figure that out and they would negotiate with the bowling centers. Therefore, it is now reduced to \$30,000 and it gives them the incentive to go negotiate fees. Mr. Webb said this new amount fits better with the Stadium District's parameters and feels it will give them incentive to negotiate good line fees with the bowling establishments. He said he and Mr. Kuehl feel very comfortable with this request. Chair Patteson asked if they already had a bowling event. Mr. Webb said one is coming up in February. It is a pro and amateur mens bowling event. In May the womens national bowlers will be here. There is a cap on number of bowlers for this event because it is a national championship rather than an invitational. Chair Patteson asked if this needed to be decided today. Mr. Webb said he is getting this out there because the bid due date is coming up and he wants to bid on it. Mr. Antonneau asked if this would be budgeted for 2017. Mr. Webb answered the bid due date is early summer so he could bring it back if they wanted. Chair Patteson wondered if he thought that would be advisable after getting more details on the event. Mr. Webb feels comfortable with this event at this point in time especially at \$20,000 less. Vice-Chair Golomski asked if they could still be outbid by Milwaukee or Madison. Mr. Webb answered yes. Mr. Everts agreed. Mr. Lamine asked if it will certainly be in Wisconsin. Mr. Everts agreed that it would be in 2018.

Sen. Cowles said they would know in early 2016 if they got it or not. If they didn't get it they could wipe it off the balance sheet. Mr. Everts said a bid letter will go out from the state to the possible ten cities they feel could do it. Once that letter is out that starts the process for those destinations to start putting their bids together. The bid is made at the state association convention and awarded at that time in early 2016. Mr. Lamine asked if this has gone through a cycle where it was returning to a state yet. Mr. Everts said this is the second year and Wisconsin's first time to bid. Mr. Lamine asked

if there was a way to monitor how aggressive they are in trying to re-host it. That might not be the case in this situation but it might be for other events to see how eager they are to get the event back. Mr. Toll agreed and said they do that quite often. They talk to other city's CVB's who've hosted events. If they are planning to bid that would tell you right there it was a good event. If there was an issue with the event CVB's are very good about sharing that information. Mr. Everts reported they got information from South Bend and East Lansing who had hosted. They can't bid on 2018 so they were very open with their information.

A MOTION WAS MADE BY SEN. COWLES AND SECONDED BY RON ANTONNEAU TO APPROVE THE FUNDING REQUEST OF \$30,000 FOR THE MIDWEST WOMENS BOWLING TOURNAMENT. A vote was taken. MOTION PASSED UNANIMOUSLY.

C. World Walleye Championships

Mr. Everts reported this event takes place next year in October 2016. It is a red flag date but they don't have to select the dates until April of next year to avoid Packer home games. This is three days of fishing – similar to Cabela's but a smaller event with 90 anglers that are qualifying throughout this year and next year. They will be doing some prefishing and they may come this year to fish the bay of Green Bay. The estimates will have residuals – additional numbers that might come early. One angler came 28 days prior to tournament to prefish. The event has TV coverage so that is some exposure which has a marketing value. Vice-Chair Golomski asked if the filming is syndicated and played later. Mr. Everts said there would be about a 2-3 week delay. Chair Patteson asked what station airs it. Mr. Everts said it would probably be on the Fox sports outdoor life channel. Sen. Cowles asked if this had the potential to create more events. Mr. Everts said the Cabela's national team championship came here and the Bassmasters came. So it is a hotbed for fishing tournaments. Mr. Webb said they have announced they are coming to the Bay. They could be going to Escanaba or Sturgeon Bay for better walleye fishing. They only reason they would go to the river would be due to windy conditions. Sen. Cowles asked if they would be staying in Door County all the way up the Bay. Mr. Everts said the fishing would be in Green Bay. They wouldn't be allowed to fish other parts of the Bay. The hotels would be in Brown County. Mr. Lamine said the boats leave from one location so they would have to stay nearby. Chair Patteson said it sounds like they haven't determined which community of the Bay will host it. Mr. Webb agreed. Green Bay is bidding against Escanaba, Sturgeon Bay, Menominee/Marinette, and even Oconto.

Mr. Toll added that the DNR restricts how far they can go out for walleye fishing – unlike bass. The fish are more sensitive than bass so they wouldn't be able to travel as far. Chair Patteson asked how the Cabela's event compared with to the economic impact projection. Mr. Everts said it was pretty close to anticipated. Mr. Kuehl said he remembered it came in around \$1 million vs. the projected \$1.5 million.

Chair Patteson asked for Pat and Greg's recommendation. Mr. Webb said that of the three events, this one gives him the most uneasy feeling. They would be funding the whole thing so if you look at the benchmarks they would like to see more of a contribution from other sponsors. He is not totally comfortable with the \$15,000 in his personal opinion. Sen. Cowles asked what the possibility would be to get other sponsors. Mr. Everts said he could try to negotiate the \$15,000 with the Walleye Federation to see how that ranks with the others. This covers the essentials – the hosting fee, and other required things. Mr. Antonneau added that the fishing tournaments seem a little quirky. One tournament is really expensive and they move around and they get it. This one seems too hard to tell

what you will get out of it. Is there any way to get a handle on this. Mr. Everts said the Bassmasters is asking for \$100,000. Mr. Toll said they were doing a mystery leg and didn't announce it until 30 days before the event. So you lost all the promotion they would do throughout the year so they came down to \$15,000 for a bid fee. Most of their tournaments are promoted for a year and they have great TV coverage. They said they'd love to come back and the CVB determined it was too costly. The Packers put Green Bay on TV. They then went to Sturgeon Bay and they did give it to them. It's possible this one may go to other smaller communities because of this. This is a popular place and they want tournaments here but on the other hand it is a business for the tournaments too and they get their numbers and they go where the money is. Mr. Everts added that the places that are giving up the money are one resort destinations so they can track the numbers better. The people are willing to do that. Chair Patteson said this time of year is good for the area's tourism without fishing. Mr. Webb said if he was to pick a number for this one he would suggest a hosting fee of \$10,000 limit and ask the other parties to make up the difference. That is his personal recommendation.

Vice-Chair Golomski asked if Fleet Farm or Gander Mountain has a dog in the fight besides Cabela's. Mr. Toll said they are competing entities. The tournament last year had to be restricted to the Oneida Street side of the stadium so they weren't anywhere near the Fleet Farm gate. They had to be very careful with the sponsorship. It would be hard to bring someone on like that because Cabela's is the parent company of the tournament. He suggested finding a boat motor manufacturer or something like that to help out.

Mr. Toll added that he just got a text that they are one of the three finalists for the bomb technician event.

Chair Patteson said that makes a good point when looking at trimming this. She'd like to have funds available for when some off the wall request comes in that will add a lot of economic impact. That one came up suddenly. It seems it may be likely to get requests with more economic impact than this one. Mr. Kuehl said that it is hard to weigh that. Sen. Cowles said he'd like to leave some money on the table as well.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY SEN. COWLES TO APPROVE A CONTRIBUTION NOT TO EXCEED \$10,000 FOR THE WORLD WALLEYE CHAMPIONSHIPS. A vote was taken. MOTION WAS CARRIED UNANIMOUSLY.

8. NOVEMBER 2014 FINANCIAL REPORT

Mr. Webb said the costs for Independent Monitor and Mr. Vande Castle's time were more than expected. Overall the budget is in good shape.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO APPROVE THE NOVEMBER 2014 FINANCIAL REPORT. Vote was taken. MOTION CARRIED UNANIMOUSLY.

9. PRELIMINARY DECEMBER 2014 FINANCIAL REPORT

Mr. Webb said the December 2014 financials will be approved when the Board approves the audit.

10. DIRECTOR'S REPORT

Mr. Webb asked Mr. Kuehl to highlight some of the items from the monthly progress report. Mr. Kuehl said this report was dated October and that there was a bit of a lag as things go from the bidding phase to actual building phase. There are 35 workers a day on site. Overall the budget is at \$166 million for the atrium. Completion remains at July 2015. Project management elements are good as in the past. Worker safety is good with no recordable lost time incidents. MBE/WBE hours are tracking well with 20.19% minority; 9.01% women. Projected contract payments are at 10.44% minority – 4.01% women. Brown County is over \$22 million spent. All in all, the project is going along well. Chair Patteson asked about the projected targeted business contracts and what the statutory goals were originally. Mr. Kuehl said they were 15 and 5 percent. She asked if there were any concerns because they are attempting to outreach. Mr. Kuehl explained they outreach but this area is driven by demographics. They've always said rather than bring a firm from Milwaukee in to meet numbers they would prefer using a local firm. These are statutory goals not requirements. The only sanction if you don't meet the goals would be to contract with the technical school to increase the pool of available workers and businesses and the District already does that. Mr. Webb added that they also started the mentor-protégé program with the Team. Chair Patteson wondered about the goals from the renovation completed in 2003 being met with exemptions. Mr. Webb said those exemptions were eliminated. She wondered if these numbers were actually consistent with the more favorable statistics because they are no longer exempting firms. Mr. Kuehl said the exemptions were removed to streamline the process. The one thing these numbers show is they aren't tracking development costs (professional services) they are tracking the construction aspect only. This will be shown in the Independent Monitor's report. That is because construction firms are the businesses they feel most likely to get participation from. You won't find another firm in Brown County that does the work Hammes does. They've focused on the construction because it would be more realistic. Mr. Webb said that Hammes would have fallen under the exempted firms in the original construction because of their past knowledge of the facility. Overall they are doing very well meeting goals.

Mr. Webb reported notes were handed out on the recent tour of the new construction. He mentioned he'd like the Board to tour the new facilities on the next meeting of March 9. Mr. Duckett would also tour before the meeting so he can report on it. It will be a short tour because it won't be finished. They will also see it when it is complete. Mr. Antonneau asked that the meeting start at 3:00 rather than 3:30. Mr. Webb agreed.

Chair Patteson asked if the restaurant name will change. Mr. Popkey said there will be a new name and it hasn't been released. Curly's has closed. Sen. Cowles mentioned someone purchased the contents of Curly's and moved it to a bar in Wausau.

Mr. Kuehl said the tour was mainly focusing on layout of the new Hall of Fame and restaurant. There is some fireproofing, roughed in electrical, things to set up before the build out.

Chair Patteson asked if anything was looming on the horizon for another phase of construction. Mr. Popkey said within the building all the public spaces will be complete. He said the Team has eyes to the west of the stadium and detail will be known when plans are more solidified.

Mr. Webb reported on the District's sales tax collections for 2014. They were up 7.6% and Miller Park's collections were up 7%. He handed out January results. The numbers were very good and November collections were up another 6%. Mr. Webb said by the time this is done they will have collected about \$300



million in sales tax. Approximately \$75 million to \$100 million of that came from outside the community. Mr. Antonneau would like to see him come with how much money we would have for the Titledown district if they were to use all the tax paid by the athletes of the Packers and how much revenue that would be. He thinks it is important for the community to know that. Mr. Webb said he could try to get something from the Department of Revenue. He knows they did something with Miller Park so he will draft a letter and send it to them to see if they can come up with some kind of number. He wanted to put the sales tax into perspective for the Board. They will be a little bit over \$300 million when the collections are complete. Part of that has come from non-residents of Brown County. It has been determined that the percentage of non-Brown County residents that come to a Packers game is over 80%. So you can see that sales tax dollars are driven from outside Brown County. Mr. Antonneau mentioned that he has learned so much from being on this Board. He said everything was put together so responsibly and the way the Packers maintain this facility is just fabulous. It has been a good success story for not just Brown County but the whole state. Mr. Webb thanked him for saying that.

Mr. Webb reported on the special revenue funds. The District owes the Team \$11,200,000 for O&M in 2014. It will be requested in March but it has been recorded as an expenditure. There is \$70 million in the 8257 Fund investments. As of January 1, there are 3.3 months to go to fill all the buckets which would be around March 1. Schenck was in the office in January to do their on-location analysis of the District's calculation. They are drafting a report and the final report will be turned over to the Team and the City. They will have 30 days to comment on the report to determine whether they agree or disagree. If they agree the District would then be in a position to draft a letter to the Department of Revenue to tell them we are done with the sales tax. The sales tax will still end on September 30<sup>th</sup>. As this point in time he is more and more sure it will be the last day for the District sales tax.

Mr. Webb reported there is \$13 million in the Capital Projects Fund.

The Special Events and Economic Development Fund shows a \$2.5 million balance and the events the District committed to prior to this meeting. There has been \$144,000 drawn out of the fund. Mr. Antonneau asked if Dock Dogs has occurred yet. Mr. Webb said it hasn't taken place yet.

Mr. Webb detailed the Special Events and Economic Development Fund benchmarks and capital projects guidelines. The District staff reviewed the minutes from the last couple meetings and laid out some of the discussion points. They view the benchmarks as a guide that may be helpful. The detail on page 3 is about maximum grant sizes and the two different events. These are events like they dealt with today and then a separate category was created. There was a maximum grant size of 50% and that would be flexible. The other events broken down were like the managers meeting where the event planners come in and would be great to bring in future business but it doesn't have the economic impact of another event. These type of events will receive separate benchmarks. There would be different room nights and economic impact requirements for those two types of events. He stated they would be open to changing any of these but these numbers were put together based on past events approved by the District.

Sen. Cowles asked about the event that was passed for the Event Coordinators and how much was contributed. Mr. Webb stated it was over \$50,000 but the original request was for \$90,000. Mr. Antonneau mentioned that he didn't want to put caps on things because he wants to be flexible. This is being done already. They target the 50% and use that guideline which is fine. However, he feels putting a cap on events is not necessary. Mr. Kuehl explained that the cap and all these benchmarks and guidelines are not standards. It isn't a must – it is more like a baseline measurement. You could always make exceptions to any of them. It is set up to allow for that to give the Board total discretion at any time. Mr. Webb said the

Board could get rid of them too – that would be fine. Mr. Antonneau would take the cap part out if it were up to him. He would like to look at each individual situation and there is a budget. He feels the guidelines are a good thing to adopt. Mr. Kuehl said the other aspect of the cap is to give some guidance to the people bringing things to the Board. It is kind of a common thing in grant programs to say this is the grant size we make available. Mr. Lamine agreed and it would enable them to clear out the clutter on applications that come in. Otherwise he is afraid the requests might be too large. Mr. Antonneau said it is easy to get rid of that clutter in a hurry. Mr. Kuehl stated there weren't many that they've looked at that haven't fallen within these caps. Mr. Webb agreed. Chair Patteson asked about requests for multi-year payments. When looking at those grant sizes would that be per year or the total amount. Mr. Webb said these caps are per request. Chair Patteson said she would rather look at them per year. Mr. Webb said it is different for capital requests and these events. Chair Patteson used the WIAA event as an example. Mr. Webb said each year would be treated as a separate request. It would be per event or per year. Chair Patteson said she feels these benchmarks and guidelines are helpful and it doesn't seem like they would pose a problem but if they did then it sounds like they would start revisiting it. The Board has been good so far but when they get a request that doesn't match up with their criteria they are still open to looking at it. She feels the Mission of Mercy grant is a good example. It didn't meet any of their criteria but they determined it was still worthwhile. She feels they've demonstrated they aren't going to feel handcuffed by guidelines which by their nature aren't meant to be stringent. She was interested in what the rest of the Board had to say.

Ms. Jensen said she likes the grant size cap in there. She feels it gives her a better border and it is really not set in stone – it is a guideline. Mr. Webb agreed they are guidelines but they were put in for discussion purposes. They consolidated the discussions over the last few meetings and tried to get it on paper to give the Board something to discuss. Chair Patteson asked if softer language would make it better for Mr. Antonneau like using the terminology “target size” rather than “cap”. Mr. Antonneau said yes and he wanted it to state that this is a target they would try to accommodate. Mr. Webb said that these guidelines help when going out to meet with people. Chair Patteson said the Meyer Theatre didn't have the history with the Board that the CVB did and this would be helpful with such requests.

Mr. Webb said these can be changed at any time but he'd like to discuss the capital project guidelines.

Mr. Antonneau wanted to soften the language for the caps. Chair Patteson was looking at the statement for both the event and capital guidelines “no requests will be approved that result in a year-end balance below \$1 million”. She wanted to make sure she was tracking that concept well. Mr. Webb said the detail of special events and economic development funds states they are at \$2.250 million and have approved \$144,000 not in there so they are still over \$2 million. Chair Patteson asked what the reasoning was to establish the \$1 million – is that what is needed for operations. Mr. Webb said that technically they wanted to make sure that if they needed \$125,000 for operations into the future that there would be a cushion there. If they give away operating funds they wouldn't be around to give out the grants. Chair Patteson asked if that should be on a sliding scale as the years go by. Mr. Webb agreed and it will be. Once the concert and football game are held there will be more funds. This is going into the future and at some point it will become irrelevant. He wanted to make clear that at this point in time District funding will be coming from this fund. It just protects the District. Mr. Antonneau thinks that with the upcoming events the District won't be able to spend it all. Sen. Cowles thinks there are a few things coming up that will help the spending.

Mr. Webb explained the capital project guidelines and benchmarks. They wanted to include significant financial participation by other public and/or private organizations, increase capacity of the community to accommodate visitors, improve the quality of the experience at public destinations, and/or support community development/redevelopment.

For purposes of the District's grant program, a capital project is defined as any of the following:

- New construction, renovation, expansion or replacement of a building with a useful life of at least 10 years and total project cost of at least \$1,000,000.00 including any associated professional services (e.g. planning, design, and engineering).
- Purchase of equipment (new or replacement) with a cost of at least \$500,000.00 and estimated useful life of 10 years or more.
- Feasibility, marketing or planning study related to an economic development project with a projected cost of at least \$10,000,000.00.

Chair Patteson asked about the scoreboard request that is floating out there. She wanted to know the useful life of a scoreboard. Mr. Antonneau said this item is not on the agenda so you shouldn't talk about projects they don't have in front of them. Mr. Webb said the useful life would be at least 10 years for a scoreboard. Chair Patteson said that hypothetically if the District Board would receive a request for scoreboards she just wanted to know what the useful life is. Mr. Webb said they are probably less. These are benchmarks and they can be changed. Mr. Golonski said that scoreboards are like old stadiums – they are still functional but they aren't generating the revenue that a new one could. Mr. Kuehl said it could be changed to 5 years or if anything comes in that you feel is appropriate they could say they won't be adhering to the 10 years of useful life. Mr. Antonneau said the 10 years is fine but it could be softened a bit. The only other thing he thought should be changed would be "the contribution should not exceed 50% of a project's total cost" like they do with the events. Then he would just soften the "shall not exceed \$100,000" but leave it in. Mr. Webb said the reason they didn't go to 50% is because they are much bigger projects and they didn't want to put themselves in a position. Mr. Antonneau said they wouldn't be at 50% if they are at \$100,000. Mr. Webb agreed. Chair Patteson referenced the request from the Meyer Theatre and it would be a certain amount of money a year over three years. Mr. Webb said they considered this one project. The \$100,000 number is one project so they wouldn't be able to give more than \$100,000 to one project. But that is just a guideline and they could change it. Mr. Antonneau said the Meyer Theatre gave the Board some good economic benefit information and he is trying to figure out what type of business they get and what type of business they drive. He didn't see that included in the capital requests. Mr. Webb said they didn't benchmark it. Mr. Kuehl said under project purpose if it supports community development or redevelopment and they left it very general. Mr. Webb said that with the application form on page 8 he would assume they would come in with a written analysis. Chair Patteson said it would be part of the application to describe how the project promotes economic development, tourism, or recreation. Mr. Webb said they would expect a write-up to accompany the form.

Sen. Cowles wanted to ask why they are mentioning the three areas – Downtown, Military Avenue, and Stadium District. Shouldn't it read anywhere in Brown County. He didn't want to offend others that may want to apply. Chair Patteson thought it listed all the type of projects that would be outside of those areas. Mr. Webb said it lists types of projects and then stated "or" theater, auditorium or other performing arts venue, amusement park, museum, zoo/nature center, convention center or exhibition hall, arena, stadium, ballpark or other sports venue or be related to development/redevelopment of the following areas: Stadium District (Lombardi Avenue corridor from Highway 41 to Ashland Avenue, Downtown Green Bay, or Military Avenue Corridor. It is not limited to these. If they wanted to build a museum in downtown Wrightstown it would qualify as museum not location. Chair Patteson wanted to know if Stadium District area was Hwy 41 to Ashland Avenue along Lombardi. Mr. Webb agreed. She asked about Oneida Street or Holmgren Way. Mr. Webb said it would be covered from Armed Forces Way to Potts Avenue. Chair

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Patteson thought that could be detailed better. Mr. Lamine said maybe you could add “other” and a space to write in. Chair Patteson asked what the reason was to identify these areas. Mr. Webb said they are destinations and the Military corridor has been mentioned and it is off the Stadium District as an extension. Mr. Kuehl added that these are geographic areas that have been mentioned somewhere along the way as being priorities and they’ve tried to capture that in a general sense. Mr. Webb said that a theater or zoo, etc. anywhere else in Brown County would qualify. Chair Patteson used the NEW Zoo zipline as an example. Ms. Jensen said she likes this because it doesn’t seem prejudiced. Mr. Webb said that overall it is Brown County for these types of things but if something in Downtown Green Bay or the Stadium District falls out of the upper levels they would still have the ability to look at it. It still has to be located in Brown County, for a publicly owned or operated facility, publicly owned facility operated through a service contract or leased facility for a non-profit organization that is tax exempt. So they have to meet these criteria to get considered.

Chair Patteson asked if there is a provision if they may have a surplus of money because they have so many great special events and to look at expanding the \$200,000 a year. Mr. Kuehl said they would look at that every year as part of the budget process and reconfigure that based on anticipated revenues and expenses. Mr. Webb said that if there was an event planned for 2017 he would increase the budget. Mr. Popkey is hopeful those type of events continue at Lambeau Field.

Mr. Webb said they would not be eligible for operating expenditures, debt retirement, or endowments. Mr. Antonneau requested they allow for 50% of the project’s total cost with \$100,000 limit.

Sen. Cowles asked about endowments and the Meyer Theatre request. Mr. Webb explained that part of their fundraising was an endowment but that isn’t what they asked the District for. Chair Patteson said the District could designate it to an endowment because some people prefer to do that. Mr. Webb said endowments could be taken out but it seemed there was a general uneasiness with endowments in the minutes. Chair Patteson is not opposed to considering an endowment. Mr. Antonneau said that most foundations do not fund endowments. It is a guideline and it will be left in if they would like it. Mr. Webb said he will change the 10% to 50%. Chair Patteson agreed when you look at the project size. Mr. Webb said the 10% ties to the \$1 million requirement and the \$100,000. The math of it says it has to be a \$1 million project. Ms. Jensen thought it should stay at 10%. Sen. Cowles agreed. Mr. Lamine agreed also that the math works. Mr. Antonneau wanted it at 50% and wanted to vote on it. Chair Patteson said the capital projects definition states there needs to be a project cost of at least \$1 million. Mr. Antonneau said it would be impossible for it to be over 10%. Mr. Webb said you would be at 20% if you wanted to do \$100,000 on equipment. You could go to 20% to make the math work completely. Chair Patteson agreed that 20% works. Mr. Antonneau asked for a roll call vote on 50%. Mr. Webb said they could record that Mr. Antonneau wants to use 50%. Mr. Antonneau asked again for a roll call vote. Chair Patteson asked if there was a motion. Vice-Chair Golonski asked what they were voting on. Mr. Antonneau said there is 50% for the events and said that it stated \$1 million or \$500,000 so 50% of that would be \$500,000 or \$250,000. What is the purpose of having 10% in the guidelines. Mr. Webb said that 10% of a \$1 million cap is \$100,000. Chair Patteson said that \$100,000 to \$500,000 would be 20%. She would use 20%. Mr. Webb said the numbers are not set and can be changed. Mr. Antonneau thought this would be used as an argument. Chair Patteson asked Mr. Lamine what he thought. Mr. Lamine said he was comfortable with the 10%. Sen. Cowles agreed with the 10% and he knows they can revisit any of these guidelines. Ms. Jensen is comfortable with 10% and is willing to go to 20%. Vice-Chair Golonski said it might not make a difference but they all have a number in mind so apparently it does make a difference. Ms. Jensen sees 50% as something that is exorbitant and it doesn’t match any of the math. Mr. Antonneau said it is 50% on events. Chair Patteson said those requests are much smaller. Mr. Antonneau argued it is still an expenditure. Chair Patteson said if they have minimum costs of \$500,000 then 50% would be \$250,000 or \$1 million would be \$500,000. Mr. Antonneau said they have a

cap of \$100,000 which is less than 50%. Chair Patteson said they would be looking at a project cost that is less than what this is. Mr. Webb said he could leave it at \$100,000 and take the caps out completely. Mr. Lamine said that would work. Ms. Jensen said she prefers that also.

Mr. Webb asked if the Board would care to vote on these guideline or bring them back next month. You could use them as general guidelines at this time and produce a report for all the events.

Chair Patteson asked if these guidelines address a situation where if you have more money and could expand the pool of available funds for the year. Mr. Kuehl said page 2 talks about reallocating funds from one year to another or apply fund balance. He tried to get in the general things about conditions changing and the District wanted to be able to accommodate that. Mr. Webb said the budget amount isn't mentioned in the document. It doesn't say \$200,000 a year anywhere. The scenarios mentioned the \$200,000 budget and shows how long money lasts on different revenue scenarios.

Chair Patteson asked if the 70/30 split in the guidelines is okay with everybody. Mr. Webb said he used that split based on comments from the last Board meeting. Chair Patteson just wanted to make sure it was still okay.

Mr. Webb asked if they wanted to make a motion to adopt these benchmarks and guidelines. Mr. Antonneau wanted to operate with these and as new things pop up they can update them. Chair Patteson would like to adopt them but they could be revised. It has been a work in progress and it will continue to change. Mr. Lamine said they can be revised but there is also an annual budget review. He feels it would be good to adopt the guidelines. It is a good action to take for the Board and the public. Mr. Webb said it would be adopted without the percentage cap in capital projects.

A MOTION WAS MADE BY CHUCK LAMINE AND SECONDED BY MARGARET JENSEN TO APPROVE THE GUIDELINES WITHOUT THE PERCENTAGE CAP ON THE CAPITAL PROJECTS. Vote was taken. MOTION CARRIED UNANIMOUSLY.

Sen. Cowles asked if the Meyer Theatre were to come back would there be money left over from the previous year. Mr. Webb said there is money in the budget to accommodate a multi-year request. There is \$90,000 overall for 2015 capital requests if you use last year's carryover. Chair Patteson said they could also look at doing a multi-year contribution.

Mr. Webb reported on the Lodging Association Meeting letter that the District received. He said that several members got together with him and Mr. Kuehl and they tried to explain the letter and it was not meant to be derogatory.

Mr. Webb gave an update on the future of the Stadium District. The had a meeting with the City and Team and their positions are starting to be clear. The also met with the Mayor and his staff yesterday and they continue to look at their options and he will continue to work with them to provide them with information.

Mr. Antonneau mentioned he said last summer that if any Board members are involved in any meetings he'd like to have a joint Board meeting with the Packers, and/or the Mayor, and/or the Village or the County Executive here. He asked if they would let him know if any Board members are going to any of the meetings because he said he wanted to be involved and the Board should be involved.

Mr. Kuehl reported on the game day review from November 30, 2014. He said overall everything, as you can see in the report, was satisfactory. They feel the flow around the stadium is much better with all the renovations and the change at the plaza. The traffic control at the entrance to the players parking has improved. There are staff directing traffic and bike racks are up to minimize possible vehicle pedestrian conflicts. They had metal detectors in place at the Bellin Health Gate that are being evaluated by the Team on a trial basis. They currently are not mandated by the NFL. Pedestrian traffic between or among the gates has improved. The Team has been doing press releases, tweets, and using portable signage to help with that. They feel that will improve even more in the future when the American Family Gate doesn't look like a construction zone. The Lambeau leap and trophy area are popular with the fans. Smoking enforcement appears to be better – only noticed one smoker walking around. Standing room tickets were sold and that worked well. Restroom queues go across the concourse and impede traffic especially at halftime. They recommended setting up queue barricades to direct people but the Team doesn't think it is the best solution. Although it addresses halftime the rest of the time it would create an obstruction and interfere operationally with set up and tear down for cleaning. They will drop that recommendation.

Mr. Popkey said that by and large the report is accurate. The American Family Insurance Gate will be better in the summer when the construction zone is gone. As the season went on more people used it. The restroom queues barricades would hinder emergency egress evacuation as well.

Chair Patteson said that the restroom she goes to had a lady with a Jamaican accent that tells us to enter the restroom to clear the concourse and that should maybe happen in all restrooms. Mr. Webb said that the upper concourse restrooms still are not utilized like they should be.

Mr. Lamine said he looks forward to this report. It is a fan perspective to the facility. He feels it has been helpful as a Board member. He passed it out to a few fans and he heard something about getting from the Oneida to the new gate. They felt the tent is a barrier and there are metal gates set up too. People can't shift past the tent to get to the other gate very easily. People are actually hopping over gates to get there. Mr. Kuehl will check into that at the next review. Mr. Popkey felt there was still ample room to move around the tents. Mr. Lamine said it will be helpful to have that extra gate on that side of the stadium.

Mr. Webb reported on the MBE/WBE update. There were three documents included in the packet: the NWTC Entrepreneur Resource Center clients served, a summary from the Independent Monitor, and the normal AFF report. He asked Mr. Kuehl to highlight the reports. Mr. Kuehl reported the big issue on the monitoring is the fact that excluding professional services would change the numbers if added back but in the past it would have been exempted so the numbers are close. There are some minor differences between AFF and the Independent Monitor and they hope to be closer once construction is done. On either scenario they have over 50% on the workforce for minority and women which is far in excess of standard. One area they fall short on is the expenditure side. They are meeting participation in aggregate by getting participation from WBE and not as much as MBE. On the positive time they've really increased the participation in O&M by those firms. It used to be in the area of 4% and now are up over 17% on average. Overall both reports are good and show a good faith effort to meet the participation requirements.

Mr. Webb reported on the brick/tile sales. They had a heck of a month in December with \$12,000 for the District's share - \$16,000 overall - which is more than double any other month and collected over 1/3 of the revenue from this December.

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Mr. Webb reported on future meeting dates. The next meeting is March 9 at 3:00 with a tour. Mr. Duckett will tour and present to the Board regarding the SE Wisconsin Baseball District because he noticed in the minutes that people had some questions.

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY RON ANTONNEAU TO APPROVE THE DIRECTORS REPORT. Vote taken. MOTION CARRIED UNANIMOUSLY.

11. OTHER MATTERS AUTHORIZED BY LAW

There were no other matters,

12. MOTION TO ADJOURN

A MOTION WAS MADE BY SEN. COWLES AND SECONDED BY KEN GOLOMSKI TO ADJOURN THE MEETING AT APPROXIMATELY 5:45 P.M. A vote was taken. MOTION CARRIED UNANIMOUSLY.

Respectfully submitted,

Diane Roskom  
Administrative Specialist

## GREEN BAY/BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT

Pursuant to Section 19.84, Wis. Stats., a meeting of the Green Bay/Brown County Professional Football Stadium District was held on **Monday, March 9, 2015** at 3:00 p.m. at 1265 Lombardi Avenue, Green Bay, Wisconsin.

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**PRESENT:** Ann Patteson, Margaret Jensen, Ken Golomski, Keith Zimmerman, Ron Antonneau, Chuck Lamine and Sen. Cowles.

**ALSO PRESENT:** Pat Webb, Greg Kuehl, Aaron Popkey, Rick Caudel, Ken Wachter, Brad Toll, Beth Ropson, Joel Everts, Mike Aubinger, Patrick Moynihan, Jr., Dave Anderson, Luellen Oskey, Tom Sieber, Patrick Buckley, Troy Streckenbach, Tom Meinz, Terry Charles, Mary Ellen Gillespie, and Mike Duckett.

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1. **CALL MEETING TO ORDER**

The meeting was called to order by Chair Patteson at approximately 3:00 p.m.

2. **ROLL CALL**

Roll call was taken. All Board members were present except Mr. Antonneau and Mr. Lamine who arrived later.

3. **PLEDGE OF ALLEGIANCE**

The Board recited the Pledge of Allegiance.

4. **APPROVE/MODIFY AGENDA**

Mr. Webb suggested the Board tour and then take up agenda item 9 to allow for comments and questions from the public in attendance regarding the special event/capital funding requests before agenda item 6 - Mr. Duckett's presentation.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY SEN. COWLES TO APPROVE THE AGENDA AS MODIFIED. Vote taken. MOTION CARRIED UNANIMOUSLY.

5. **TOUR**

Rick Caudel of Miron Construction and Aaron Popkey of the Packers led the Board on a tour of the atrium construction area. They toured the new restaurant area and new Hall of Fame space. The Board returned to the meeting room at approximately 3:34 p.m.

7. **REQUEST FOR APPROVAL OF THE MINUTES –DECEMBER 15, 2014**

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY KEITH ZIMMERMAN TO APPROVE THE MINUTES. Vote taken. MOTION CARRIED UNANIMOUSLY.

8. **COMMUNICATIONS**



- A. February 5, 2015 *Green Bay Press Gazette* Online Article “Business growth leads owner to Packers’ program”

Mr. Webb presented an article regarding the mentor protégé program.

- B. Late Communications (if any)

Mr. Webb handed out the post event results of the last Forest Lakes event.

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY RON ANTONNEAU TO RECEIVE THE COMMUNICATIONS AND PLACE ON FILE. Vote taken. MOTION CARRIED UNANIMOUSLY.

9. SPECIAL EVENT/CAPITAL PROJECT FUNDING REQUESTS

- A. Meyer Theatre

Mr. Webb discussed the history of the Meyer Theatre request and explained that the Meyer Theatre request fits into the guidelines and criteria set by the Board. There were no non supporting factors based on the Capital Projects definition or guidelines.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY SEN. COWLES TO CONTRIBUTE \$100,000 TO THE MEYER THEATRE CAPITAL PROJECT FUND REQUEST OVER THE NEXT FOUR YEARS. A vote was taken. 5 ayes – 0 nays – 1 abstained. MOTION PASSED BY MAJORITY VOTE

- B. Resch Center Scoreboard

Mr. Webb discussed the request to contribute funds for a new Resch Center scoreboard. There is information in the packet and several guests in attendance that would like to comment about the scoreboards. Mr. Wachter can make a presentation if the Board feels it is necessary.

Chair Patteson wanted to see that everybody who wants to speak has an opportunity.

Mr. Wachter mentioned that the current scoreboard was purchased five years before the iphone was invented. It presents a competitive disadvantage. The WIAA and UWGB fans need a better game experience and he would like to remain competitive with everybody in the state. Staying up to date with new technology is very expensive. The Panther arena spent \$1.2 million on their scoreboard. Sioux Falls spent over \$3 million. PMI needs a new board room, all new equipment, and signage. There will be a center hung scoreboard and two auxiliary scoreboards. PMI is making a major contribution and he pointed out that the building was owned by Brown County and not PMI.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY SEN. COWLES TO CONTRIBUTE \$450,000 TO THE RESCH CENTER CAPITAL PROJECT FUND REQUEST OVER THE NEXT FOUR YEARS - \$150,000 THE FIRST YEAR AND \$100,000 THE NEXT THREE YEARS. ALL FUNDS WILL ROLL THROUGH THE COUNTY.

Chair Patteson asked if the Board had any discussion. Sen. Cowles asked Mr. Wachter if the new scoreboard would not only keep the current sporting events at the Resch Center but also bring in new events.

Mr. Wachter said it will attract more NCAA basketball, more hockey, more WIAA events. They struck out on boys' basketball but there are other events with WIAA like boys volleyball in conjunction with girls volleyball. There are many events on the horizon with a new scoreboard besides making it just a better experience for current events.

Vice-Chair Golonski asked about the projected advertising revenue. Mr. Wachter explained they sold a lot of advertising on the current scoreboard so a lot of those deals would be grandfathered into the new scoreboard and they don't see large incremental jumps. There would be some but not anything more than what they are contributing to the scoreboard. They feel it would be a positive for UWGB, the Blizzard, the Gamblers and WIAA. Plus the people renting the building would have better opportunities to showcase their product. He gave an example that UWGB has graphics along the side of the court. They actually have to roll them. They are 17 years old and you have to press a button to move them. The new system would have all digital ads. It is light years from where they are now.

Sen. Cowles asked if the advertising revenue went to the County. Mr. Wachter said it would go to PMI except for naming rights which the County kept. Ms. Jensen asked what the contribution would be from PMI. Mr. Wachter answered it would be \$200,000 - \$400,000 for the purchase of a new scoreboard.

Chair Patteson asked if there was any further discussion. There was none.

Mr. Antonneau wanted to make a motion to suspend the rules to allow interested parties to speak. Chair Patteson asked if we needed such formalities. Mr. Webb said they should hear from everybody who wants to speak.

County Executive Strechenback said the County recognizes the Resch Center as a community asset. They realize that they will continue to operate and the investment being made here has a positive impact not only on Brown County but the region. He also said the Resch Center needs to remain competitive in the future and this upgrade will do that. He said this is a perfect example of the public private partnership. It allows the County to keep the project moving forward and allows the UWGB and WIAA to utilize the facility and promote this area as a championship location. This is the fourth largest county and they want to start acting like one and he and Brown County support this project.

Ashwaubenon Village President, Mr. Aubinger, also stated they are supportive of this project. One of the reasons they are contributing to this project is for economic development and tourism increase. This has been that and more for Ashwaubenon. Oneida Street businesses and hotels are there because of not only the Packers but the other events at the Resch Center. A national hockey tournament and other activities have also taken place in that area. In order for this to continue and get better they need to keep up with the competition. If you don't it will lead to a downplay of the economic development drive they intended when the people approved the Resch Center and KI Center. The legacy needs to continue and therefore they have to update the facility.

Mr. Lamine commented in terms of the investment the District has made for the WIAA girls tournament and other events at the arena, he see this scoreboard project as being complementary and he

feel it bodes well for the future of maintaining those events within the community. This is something that is within the district and the money is being spent locally and he feels it is a good project. He mentioned he attended a hockey game recently and the scoreboard reminded him of the two-fisted slober commercial at the old County Stadium back in the day. It is looking pretty dated and if they want to continue to compete he feels the investment is necessary.

Mr. Dave Anderson, the Executive Director of WIAA, commented about the project. He appreciated the opportunity to come and listen to the many supportive comments circulating at the meeting. He offered some insights as one who sits on the Wisconsin Sports Tourism Board and the Ready Set Go Grant Committee. From that perspective he has had firsthand opportunity to review and scrutinize the active efforts and outreach the local chamber, CVB, and PMI have undertaken to attract interest to the area. He suggests the Board is receiving some very good advice from those whose jobs it is to keep heads in beds in Green Bay. He also shared his perspective as a professional. He interacts with colleagues and contemporaries in the state high school associations across all 50 states. It is an extremely competitive universe to attract these events. He acknowledges that the venues, technology, efforts to attract, recruit and retain young people who are into technology and the outreach those technologies give us is very important. He hasn't heard discussed the use of video as a crowd control device. He feels it is very helpful when video can entertain and/or distract attendees and keep them docile. It aids in setting a tone and lessening less desirable activities.

Mr. Anderson stated that the one attractive qualities of the area is that it is very easy to look around here and see there is an attitude here that far exceeds an expectation of average or mediocre. The people he works with and interfaces with on a seasonal or daily basis are very impressive. It was an easy choice to be attracted to the people, the culture, and the venues -- even knowing the shortfalls or deficiencies at that time. The investment of pride and the resources needed to keep the Resch Center at the leading edge of venues created the idea of combining girls and boys state volleyball championships. He stated the hockey coaches have asked to move the hockey tournament. He isn't making promises but knowing that they are satisfied with this area and how they've treated the fans and teams certainly helps. He would appreciate the help and support to keep the facility at the top of its game,

Chair Patteson thanked Mr. Anderson for traveling to the meeting and thanked WIAA for having the girls events here at the Resch Center. It has been something the Stadium District has supported.

Ms. Gillespie of UWGB said they are thrilled to call the Resch Center home for their mens basketball team. She said 49% of the battle is getting the people to the game and 51% is to get them to come back. Wins are great but the ability to entertain the fan impacts their decision to come back. Fans are used to seeing games in Lambeau, Miller Park, Bucks games, etc. and are used to that level of entertainment. They know the quality of the video board impacts the ability to produce a top quality fan experience. They want to see replays, etc. The Division 1 basketball program enhances economic development and loves to see the support on this project.

Mr. Toll of CVB has also heard the same comments from other clients about their concern for technology and updating the building. They also support updating the technology and replacing the scoreboard 110%.

Mr. Buckley, a Brown County Board member, mentioned because it is a County facility he heard talk that they feel the County should pay for it. They won't be able to pay for the entire project and it won't happen. There've been discussions for many months. He feels this is a good partnership and a great

opportunity to make an economic impact. It is a good use of the dollars available. He travels to other venues and stated we are lacking at the Resch center. It would be nice to keep it updated. The other Board Supervisors in attendance agreed with Mr. Buckley's comments.

There was no further discussion; therefore, A VOTE WAS TAKEN. 4 ayes – 2 nays.

Chair Patteson explained that she has mixed feeling about her nay vote. She wants to make the Resch Center a better place. It is great for economic development, to enhance fan experience, and attract new events from WIAA and others. She does want a partnership but doesn't want to fund in excess of guidelines that were set by the Stadium District Board. Bottom line is that they are getting much needed new scoreboards but she wanted to explain her vote.

Keith Zimmerman – agreed with Chair Patteson's reasons for a nay vote also. He supports the scoreboard but didn't feel good about the way they were financing it.

THE MOTION PASSED WITH A MAJORITY VOTE.

Chair Patteson thanked all those in attendance for sharing their comments. She appreciated hearing from them.

C. Forest Lake Evangelical Group

Mr. Webb gave some background information on the Forest Lakes event. They reviewed the recap of the last event they held here. The District funded the event for two years. They requested three more years of funding. The District funds the transportation aspect of the event. The event fills rooms and they've been impacting the economy with the previous events. The CVB originally proposed on 2017 but they felt uncomfortable with the proposal of \$3,500 because transportation costs got more expensive. They now requested \$6,000 a year for 2017, 2018, 2019. Mr. Webb said it falls within categories with a large economic impact. If there isn't a home Packers game it fills a niche in the first week of January. Chair Patteson asked if it was \$6,000 per year. Mr. Webb confirmed it was. Sen. Cowles asked about the event sheet regarding 300 attendees in the county. Mr. Kuehl explained most of the people who attended came from out of the county – 3,000 out of county – 300 in county residents. Mr. Webb wanted to request the CVB to negotiate all three years for \$6,000 a year and they don't give only one or two years. It is a total package. Mr. Antonneau agreed with this and asked if they had any comment on that. Ms. Ropson said they are not booked and they are looking at Green Bay. She put forth the three years and asked them if that would help them. They were interested but only willing to confirm the one year in the past. They will be making a decision in the next month or so. They do spend one whole day touring and need help with transportation costs. It is a big group a great group and will continue to grow. It is a slow time for the area. Chair Patteson asked if this would be helpful to have the years grouped together. Ms. Ropson said it will help her and the group.

A MOTION WAS MADE BY SEN. COWLES AND SECONDED BY RON ANTONNEAU TO APPROVE FUNDING OF \$6,000 A YEAR FOR THREE YEARS TO THE FOREST LAKES EVANGELICAL FREE CHURCH OF AMERICA EVENT. A vote was taken. MOTION PASSED UNANIMOUSLY.

D. Michels Annual Meeting

Mr. Webb explained the final request is for funding for an annual event for Michels Construction Company. It is interesting because it is a private business but it is not a lot of money – \$2,500 for transportation. The benchmarks are clearly within guidelines and it is a good event at a time frame that is pretty good.

Ms. Ropson said it is a new group for them. Without the expansion of the KI convention center they wouldn't be able to host this event. The company is headquartered in Neenah and they meet throughout the country. Green Bay is up against other cities and they are asking for assistance with transportation.

Vice Chair Golomski asked if this was a convention or annual meeting. Ms. Ropson said it was an annual meeting. Chair Patteson asked if it was for their stockholders. Mr. Ropson wasn't sure. It is the first opportunity to host this event and the potential to come back would be great.

Chair Patteson tried to compare it to some of the other events which are more non-profit or associations. This is probably the first event for a private company. Mr. Webb agreed but the money would go to the CVB for them to use to add incentives to get the group to come here. They wouldn't pay the company directly. Mr. Kuehl added it would be the same as a convention. Chair Patteson said it will bring economic development and it is tourism related. Ms. Jensen said there is nothing in the guidelines about nonprofit or for profit. Chair Patteson said the funds would go to the CVB to promote tourism. Ms. Jensen asked if the estimated impact is large. Mr. Webb said it would be slightly below the guidelines in economic impact but the amount of funding is so low that the ratio of dollars to economic impact is there. Chair Patteson would be interested in seeing more events like this.

Ms. Ropson said the economic impact plays into the groups they go after. This one is a January event when hotels are pretty much empty.

There were no other questions or discussion.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY KEITH ZIMMERMAN TO APPROVE THE REQUESTED FUNDING FOR THE MICHELS ANNUAL MEETING. A vote was taken. MOTION CARRIED UNANIMOUSLY.

There was no need to enter into closed session during these discussions regarding support of the above requests through the District Special Events and Economic Development Fund.

6. PRESENTATION BY MIKE DUCKETT

Mr. Duckett had a more extensive tour of the new construction before the Board's tour and he had some comments to share with the Board. Mr. Webb mentioned he would also comment on some of the questions the Board had about the Miller Park District.

Mr. Duckett mentioned as far as the tour observations he feels like a broken record in that he sees the same every visit. It is all good. They are doing a phenomenal job. The tenants do outstanding work and it is all done in a first class manor. It is safe. It is a well-managed site. The shell is almost complete with the HVAC, electrical, plumbing in the walls and above the ceiling. It will now move fast. They will start drywalling and move to finishes. He doesn't see a problem meeting the schedule for completion.

Mr. Duckett said he has been reading the Stadium District's meeting minutes and noticed an interest in Miller Park. He stated there has been a lot of interest in the Milwaukee area and how it compares to Lambeau Field because of the discussions going on with the Bucks. Sen. Cowles knows there will be a decision to be made with the Bucks request. He sees a lot of things in the legislation that were good in Milwaukee. A lot of things in Green Bay's legislation are probably better. The biggest difference in the two districts is that Miller Park District was formed and created by the state legislature with a state legislature vote. Brown County voted a public referendum to support a tax in Brown County for Lambeau Field. To this day there are naysayers and people in the five counties the Miller Park District represents that are upset that they never got to vote.

Mr. Antonneau said this is only 1/10 of a cent. Brown County's is a ½ of a cent. Plus every county around Brown County benefits from the Packers home games and they don't pay anything in fact they took votes to oppose the resolution.

Mr. Duckett said that much like Green Bay attracts visitors with Packers games, the Brewers games bring in 45% of ticket sales are from outside the five counties. Mr. Webb added that 80% of the Packers tickets are purchased outside of Brown County.

Mr. Duckett said they are both anomalies when you see economists arguing about the substitution effect and they say if people didn't go to a football game they'd go out for dinner and a movie and still spend money. He said they won't travel from Wisconsin Rapid to Green Bay to do so.

He stated the Miller Park District was created in 1995 and charged with the planning, design and oversight of construction and was responsible for cost overruns. Whereas the Stadium District was not – the Green Bay Packers were. In those days the Brewers had no money so if there were cost overruns the project wouldn't get completed. It is a much better setup here where the public's involvement and risk were capped and limited. Mr. Antonneau asked about when the team got sold because of the new stadium and the value of franchise went up – did any money back to the District. Mr. Duckett said it did not. That was a big shortfall in the memorandum of understanding in the legislation.

Mr. Webb added that most stadiums need to be set up that if a new stadium is built and there is a huge increase in value, the taxpayers need to participate in the increase in value. He said it all started with the Texas Rangers stadium. The new stadium was sold within a year and all the owners walked away with huge dollars and Arlington is probably still paying for the stadium. Mr. Webb said there are other cases too. He understood the Twins agreement was different. Mr. Duckett agreed the Twins built it in and called it a claw back provision which said that if the Team is sold during the term of the lease and the increase in value can be tied to the facility, the increase will be shared proportionally between the taxpayers and the team. That was not the case in Milwaukee because the value went up \$150-\$160 million dollars.

Mr. Duckett explained the District's responsibilities were to protect the taxpayers' interest and investment in Miller Park, to fulfill the obligations in all the legal agreements (bond covenants, leases, etc.) and to enforce those agreements with the tenant. Both districts were charged with retiring the sales tax as quickly as possible.

Another big difference is Miller Park has 13 District Board Members - 6 appointed by the Governor and 7 by local elected officials representing the 5 counties. Milwaukee County gets 2 appointees – the Mayor 1 – and four outlying counties each get one.

Miller Park District's current responsibilities are in three areas.

One is the traditional landlord responsibility. Miller Park District owns 68.5% of Miller Park – and it is leased to the Brewers. They serve as landlord. That puts them in a position of fulfilling the lease obligations and enforcing the Brewers to follow their lease requirements. A large part is the facility assessment which is one common denominator between the two districts.

Mr. Webb said the Stadium District's ownership is set up that the City and District share ownership based on their investment in the facility. The Packers own all of their leasehold improvements, which originally were valued as \$33.2 million but now is more. So that ownership is not as well defined. The City originally got credit for \$100 million for the existing facility and got credit for the \$108 million of user fees and the District got credit for \$160 million of bonds. There were some issues with the user fee because they were determined to be taxable and the Packers paid a fee on that. If the District ever negotiated a new lease the whole ownership issue would have to be addressed.

Chair Patteson asked if the Brewers pay rent. Mr. Duckett answered they pay \$1.2 million a year to the District which covers all the District's operations and administrative costs. The District also has expenses.

The biggest thing that makes Miller Park District different is the segregated reserve fund. At Miller Park they looked at the 1995 memorandum of understanding when County Stadium was falling apart and the Brewers had no money, the County had no money and the building was barely code compliant. Therefore, they set up a segregated reserve fund that ensures major capital improvements will be made to keep the facility code compliant and fan friendly. Each year based on ownership percentages \$2.5 million goes into the fund each year -- \$1.75 million from the District and \$750,000 from the Brewers. That money is managed by the District. Unlike here where all the major capital repair money goes to the team.

Miller Park District works with the team to identify what projects will be undertaken each year, they establish a budget. It is adopted and then the District manages 30+ projects per year at a cost of \$1.75 – \$2 million a year. The District does the plans and specs. They take bids and sign contracts and manage the project. Chair Patteson asked if the Miller Park District would be in charge of a project like building the new Curly's Pub here are Lambeau. Mr. Duckett said that would be a Team project and there would be no District money involved in a project like that. Mr. Antonneau asked how many engineers they employ. Mr. Duckett said there are three part-time staff members. He is an engineer. Another engineer handles the segregated reserve fund. They contract all the work out through the District. They have all independent contractors and they contract everything out. They have no benefit plan or retirement plan, etc. They oversee the project but they have designers and contractors working for the District under contract.

Mr. Webb said similar to Miller Park – although this District doesn't contract with anybody – they do oversee two types of funds like that. They have the \$13 million in the Capital Improvement Fund that is a fixed amount and won't grow because part of it was used on the south end zone. They pay the Team \$10-11 million a year for operation and maintenance. There are two sources – one is the sales tax and the other is ticket tax. They are combined and turned over to the Team on an annual basis. Depending on home games and home playoff games it will be over \$11 million this year with the new seats and the playoff game.

Although this District doesn't manage the actual contracts – they manage the money just like Miller Park does.

Mr. Duckett said there are advantages and disadvantages to that. The advantages are you have more leverage in maintenance activities at Miller Park.

Another big difference is in Milwaukee there is no ticket tax or seat licensing. The only revenues are the sales tax and the rent. Another item that falls within the segregated reserve fund is the third distinction. The District is responsible for the retractable roof at Miller Park. That decision was made very early on by the powers that be. Reason being it was recognized there was an open-ended responsibility. If the segregated reserve fund runs short of money it would be the District on the hook. Unlike here where the public sector's investment is capped and identified, in Milwaukee it is the Team's that is capped and identified. So if there is a shortage of funds, it is the District at risk. The District recognized the biggest risk is the roof. The District and Team agreed to put the roof operations and maintenance in that fund which allowed the District to manage that whole operation. This has gone extremely well since the initial repairs post-construction. Mr. Webb said the Stadium District's capital improvements are capped to the \$13 million left in the fund which was created by the user fee and continues to be fed a bit by the exchange of the fee dollars. Operations and maintenance are two parts – one is the sales tax portion and the other is the ticket tax. The sales tax portion started in 2003 at \$3.4 million and has escalated up to 3% each year through 28 years of the lease. The Stadium District is capped on both operating exposure and capital exposure. Miller Park District has an open ended requirement for the roof and ongoing contribution to the segregated reserve fund. Mr. Duckett agreed.

The fourth difference is Miller Park District does not have a special event and economic development fund. It wasn't identified in the legislation or lease agreement. Mr. Webb said the Stadium District's fund was not identified either. It wasn't in the agreement originally.

Mr. Kuehl asked if they do anything with the Brewer's license plates. Mr. Duckett answered they do get the license plate revenues which amount to \$200,000 a year. They get an administrative fee rebate thanks to Sen. Cowles that amounts to about \$178,000 last year. Plus they get the rent. Sales tax is 96% plus of the Miller Park District revenue. Mr. Antonneau asked who paid for health care park and the bronze statues. Mr. Duckett said the Brewers paid for the statues and health care park was from the health care foundation. It was a private contribution.

Chair Patteson asked who handles special events. Mr. Duckett said the Brewers. He said the rent they pay is \$1.2 million. To remain double tax exempt the District can only accept 10% of its annual debt service in revenues. Rent is considered revenue. A percent of ticket tax is considered revenue, parking fees, etc. The District went to the Brewers and asked them to make it clean. They pay 10% of the annual debt service – the maximum amount of revenue they could accept. They can keep all the other revenues.

Chair Patteson asked how many events do they have that involve the seating bowl. Mr. Duckett said there are 81 home games, some exhibition games, some college or high school games. There are soccer games, concerts and 6-8 other significant large crowd events beyond baseball not counting college and high school.

He reported that Jehovah's witnesses event was held last year for 3 days with 40,000 plus people in attendance each day.



Sen. Cowles asked if they have problems maintaining the field. Mr. Duckett said the Brewers are responsible for all routine operations and maintenance. The Brewers are very particular but if it is their event on their field the District doesn't have any issues. Chair Patteson asked what type of turf it was. Mr. Duckett said it is full natural grass. Mr. Webb said they resod the field during the season. Mr. Duckett said they do and most baseball teams resod after three to five seasons. The Brewers replace patches of sod during the season.

Mr. Duckett reported on the sales tax which is 0.1% in five counties. At least 3 counties are not happy – one county in particular has gone on record against any Bucks tax as well. Miller Park issued \$254 million in bonds for construction. They've not issued any debt since – only construction debt. It is much like a home 30 year mortgage - the interest adds up. The \$254 million in bonds called for \$524 million in debt retirement payments over the 30 years. There is \$195 million left in non-callable principle and interest payments and \$76 million in the fund balance that is reserved for debt retirement. At this point they will be meeting tomorrow to present the latest sunset date projection. They are still saying 2018-2020 but are feeling good it will be 2018. They had a good year last year and are hoping the economy will keep humming.

When Miller Park opened the legislature was told the sales tax would be retired somewhere between 2014 – 2018. That was the initial target. Early on 1997 – 2002 they saw sales tax annual growth of 7.9% - it was great. At that point in 2002 the Legislative Audit Bureau and the District predicted they would be able to retire the tax in 2014. It was a mistake to go on record with a crystal ball and it hasn't worked out that way. They thought they would continue to see sales tax growth of 5.5% per year – historically that was a conservative projection. He showed a graph showing the projection and the average 1.1% over the last decade - creating a shortfall of \$132 million. The only revenue is sales tax and the only way to make up that shortfall is to continue to collect tax. It is not that they are collecting more money it is taking longer to collect the same amount of money. He mentioned the Stadium District will be retiring the tax in the very near future. Mr. Webb concurred.

Mr. Duckett mentioned there are many differences in the two districts. If any Bucks legislation should move forward he feel the things done in Green Bay should be used as an example. He compliments the Board and staff and feels both districts have done a great job of protecting the taxpayers' interest in the facilities. Both are the best in their respective sports. Lambeau Field is an icon – Miller Park continually rates high in all the surveys as far as fan comforts and amenities. He thanked the Board for all their hard volunteer work as well.

Mr. Antonneau asked about the graph showing the 1.1% growth over 10 years. He thought the state has done better. Sen. Cowles agreed. Mr. Webb said they had some flat years. They started projections with more growth. There was a change in the way the state did their allocation – they were correcting a mistake in old program or if there is a quirk in the new one not giving enough – that's when Miller Park flattened out. It is also tied to economic activity but the Legislative Audit Bureau did analyze the computer processing because the counties were complaining that they weren't getting enough.

Mr. Duckett mentioned that from 2002 – the year they did the projection – the very next year they saw a 7.6% decline in sales tax revenues. Part of that had to do with internet sales becoming more common and then the economy tanked. Last year was a good year and he feels a large part of it was Amazon in Kenosha county started collecting Wisconsin sales tax for online sales. He feels it added \$600,000 plus last year. Mr. Webb agreed that was a factor. Mr. Webb said the Stadium District retired their debt in 2011 because they had callable debt so that helped. Now they are just putting away money for maintenance and operations and then they are done.

Sen Cowles asked Mr. Duckett if there are loose ends the legislature will have to deal with in Miller Park. Mr. Duckett saw the packet of information about the issues the staff laid out regarding the Stadium District and said the staff did an excellent job with that. Mr. Duckett said they are just starting to go through a similar process. There aren't any loose ends but the one remaining risk would be that if they turn the tax off in Milwaukee in three years and are wrong and have a shortfall of funding – legal opinion is the five counties would be on the hook for the shortfall. That would be the one potential risk. If there was a backfill in place from the state or the tax could get turned back on by the fiscal bureau or another trusted third party, the District could be more aggressive in turning it off. They set up that they have enough money to cover the debt payments which are well defined but they also have to pay their share of property insurance each year. Mr. Webb said they don't have to pay that. Mr. Duckett explained it is \$240,000 a year. He's not sure where the premiums will go in the future. The segregated reserve fund has been programmed out to 40 years of the Miller Park capital repairs. Mr. Webb said the Stadium District knows they never have to pay out more than \$91.7 million out of the sales tax fund to the team. That allows us to turn off tax without the fear of coming up short.

Mr. Duckett said the key lesson learned at Miller Park was to let the public sector cap their contribution. Mr. Antonneau asked if they could over estimate and over collect and give it back if it's not needed. Mr. Duckett said the legislation contemplated that. If there is money left over it goes back to the five counties prorated by their contributions. Mr. Webb asked how they would know how much a problem with the roof could cost. Sen. Cowles asked if they have a formula and if the Stadium District could use it. Mr. Kuehl asked if there was an actual formula or just language that says in proportion to their contributions. Mr. Duckett said it would be as determined by the Department of Administration. Mr. Kuehl said that is the same language the Stadium District has. Mr. Duckett said it is easy to track the five counties. Mr. Kuehl said it would be local municipalities within one county and we can't track their contributions to the sales tax. Mr. Lamine asked what the source was to pay for repairs to the roof. Mr. Duckett said it would come from the segregated reserve fund both the District and the Brewers contribute money to. Mr. Webb asked how they know how much is enough. Mr. Duckett said so far they can track expenses. A big share of the segregated reserve fund projects are roof related.

Mr. Webb thanked Mr. Duckett for coming to the meeting and providing his expertise on this project. He feels it will be the last project for a while and his assistance throughout the whole 13 years has been invaluable

Chair Patteson thanked Mr. Duckett for his insight as well.

Mr. Duckett said the Stadium District has done a great job and they should be very proud. He wished Miller Park was in the same position.

#### 10. JANUARY 2015 FINANCIAL REPORT

Mr. Webb said the January financial report-was very light.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY KEN GOLOMSKI TO APPROVE THE JANUARY 2015 FINANCIAL REPORT. Vote taken. MOTION CARRIED UNANIMOUSLY.

11. DIRECTORS REPORT

Mr. Kuehl presented the monthly progress report. The project remains on schedule and on budget. The overall project management remains good. There are 100 workers on site per day. MBE/WBE is tracking and this is the first month that disabled veteran owned business contract participation was tracked. It is at zero right now and they are looking at ways to do this. The law was passed after contracts were already bid out. Dollars spent in Brown County is about \$22 million on this phase. All in all the project report is very positive.

Mr. Webb reported on sales tax. It is lower this month than last year. He got a call from the Department of Revenue and they had a problem with processing at the US Bank center. It shows \$300,000 less than what it should be for February but he will wait until March to see the impact. He is not concerned yet.

Mr. Webb presented the Special Revenue Fund statement. There are no major differences. They continue to get close to retire the sales tax. As of March 1 they are at .9 years left – less than one month away to notify the Department of Revenue to retire the tax.

Mr. Webb discussed the District user fee. It is at \$13 million. It is used for capital improvements. This is the limit of our responsibility.

Mr. Webb detailed the Special Events and Economic Development Fund. Prior to today they had about \$2.1 million available balance. They will map out the items approved today and go from there.

Mr. Webb provided the Event Benchmarks and Capital Project Guidelines in case the Board had any questions or changes.

He discussed the post-event report for Wisconsin state gymnastic event. Mr. Kuehl said it was a good event. The District provided \$12,500 and the estimated impact tracked closely. There were 800-900 gymnasts expected with 871 actual. Room nights ended up at 1,000-1,100 and the economic impact was at \$700,000. All in all it was a good event.

Mr. Webb said they are finding that most of the time the post event matches closely to pre-event estimates.

Mr. Antonneau mentioned there are good events but very expensive like the fishing tournaments. He asked if they had a post event analysis on Bassmasters. He knows it is of value but how much. This is a good area for fishing and how do you best take advantage of that. Mr. Webb added that the AECON study of Lambeau Field struggled with the value of earned media. Mr. Kuehl agreed there is not an easy way to do that.

Mr. Antonneau wants to try to figure it out because it doesn't seem to be a pure fit. You can't throw it out but he doesn't know what the answer is. Mr. Kuehl said they cited it as a bonus with earned media and haven't tried to quantify it.

Mr. Popkey said there are tools to help assist them. Mr. Kuehl would get in touch with him in the future.

Mr. Golonski said he recruits from the Chicago area and they all come to Lambeau Field to tour, eat and spend money at the Pro Shop. They have about 150 kids on campus and it is hidden money and tough to quantify.

Mr. Webb reported on the future of the Stadium District. As required in the lease the District needed to let the Team and the City have a 30-day comment period. They sent a February 23rd letter to the City and Team requesting their comments on Schenck's report. The key part of the letter and Schenck report is on the second pages under cash flows and investment. It says, Schedule 1 discloses that sufficient cash will be available during the years 2016-2031 to provide funds for transfers as required by Wisconsin Statute and the Lambeau Field Lease Agreement. That sums it up. Once they get the last bit of sales tax in they will notify the Department of Revenue. Chair Patteson asked about the 120 days after requirement. Mr. Webb said 120 days after certification and at the end of the quarter after that. If we notify in March – 120 days would be July – the end of quarter after that would be September.

Mr. Kuehl presented the fourth quarter maintenance report. It is the same report received quarterly. The biggest thing to see is the number of demand and preventative work orders with emphasis on the preventative maintenance. There was a semi-annual inspection of roofing which is a critical component on a building like this. An annual insurance audit was performed on the life safety system – another critical component of the building.

Mr. Antonneau is impressed at how well the facility is maintained. Mr. Webb said Sigma's analysis also shows the good maintenance. The Team – rather than look at it as a negative – they have embraced the District's analysis of the facility. Mr. Antonneau said it seems like a true partnership.

Mr. Webb gave an insurance update. The Governor's budget proposes closing the Local Government Property Insurance Fund (LGPIF). It doesn't have a direct effect on the District. But according to the lease agreement the City buys their insurance from the LGPIF and the Packers reimburse them for that. The City is a member of the LGPIF. He attended a meeting with the District's liability insurance carrier Thursday and Friday last week. WMMIC is working with the CVMIC, the City's liability carrier, for alternatives to the LGPIF and they would create a new type of structure to have those members purchase through a new organization.

Mr. Antonneau asked when they plan to phase that out. Mr. Webb said it would run through at least 2016 but they must move quickly. Mr. Antonneau asked why is he getting rid of that. Mr. Webb didn't know exactly – but the county association points out there is currently a deficit in the fund. They gave some refunds of premiums in 2010 and had 4-5 bad years and now there's a negative. It is a difficult situation and he feels these pools are looking at alternatives so they are not faced with the political aspects of this. This District's group is looking at this and is ahead of the curve on this.

Mr. Webb reported that brick and tile sales were very good for the month of January at \$6,000. He only budgeted \$30,000 total for the year. He said the success of the Team has a big bearing on brick tile sales. Mr. Golonski asked what the shelf life of the bricks and tiles. Mr. Kuehl said they perform an annual inspection and replace what is needed. There were some bricks damaged during construction and they will be replaced. A memorandum of understanding with the Team has them responsible for nonwarranty replacements. It is a warranty replacement only if engraving fails which has never happened. They originally promised to maintain the bricks and keep in place for at least 15 years from the date of installation. They were first put in in 2003. Mr. Golonski asked how they look. Mr. Kuehl said they look as good as the day they were put in the ground. Mr. Golonski asked about their location and exposure to sun, ice, etc. Mr. Kuehl said that was one of the reasons they chose the laser engraving. It never deteriorates. It isn't like an epoxy fill that doesn't last as long as laser engraving.

Mr. Webb mentioned the future meeting dates. The next meeting will be held April 29<sup>th</sup>.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO APPROVE THE DIRECTOR'S REPORT. A vote was taken. MOTION PASSED UNANIMOUSLY.

12. LETTER TO DEPARTMENT OF REVENUE FOR SIGNATURE

Mr. Kuchl presented the letter to be mailed to the Department of Revenue giving notice that certifies the District will have enough funds to retire the sales tax. The letter references the report was provided to the City and Team as required by the Lease. They also mention their understanding of when the tax will be terminated. Chair Patteson asked if they currently have enough sales tax. Mr. Webb said they do not have enough until April 1. It won't be sent until March 31 but he didn't want to wait until the end of April. He provided a signature page for the entire Board to sign.

Mr. Antonneau asked if he sent a letter to the Department of Revenue to request information about the income tax implications are of Lambeau Field. Mr. Webb said an email was sent to Robert Schmitt that wasn't responded to yet. Mr. Antonneau suggested a letter be sent to the new head of revenue and the local delegations. Sen. Cowles asked if there was an update. Mr. Webb said there was no response to his email yet. He sent the email to the gentleman that was involved in meeting with Sen. Cowles staff and has been mostly aligned with the District from previous meetings and previous requests.

13. OTHER MATTERS AUTHORIZED BY LAW

Mr. Webb had no other matters.

14. MOTION TO ADJOURN

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO ADJOURN THE MEETING AT APPROXIMATELY 5:25 P.M. A vote was taken. MOTION CARRIED UNANIMOUSLY.

Respectfully submitted,

Diane Roskom  
Administrative Specialist

## GREEN BAY/BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT

Pursuant to Section 19.84, Wis. Stats., a meeting of the Green Bay/Brown County Professional Football Stadium District was held on **Wednesday, April 29, 2015** at 3:30 p.m. at 1265 Lombardi Avenue, Green Bay, Wisconsin.

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PRESENT: Ann Patteson, Margaret Jensen, Ken Golomski, Keith Zimmerman, and Chuck Lamine.

EXCUSED: Sen. Robert Cowles

ABSENT: Ron Antonneau

ALSO PRESENT: Pat Webb, Greg Kuehl, Aaron Popkey, Bill Vande Castle, Rep. David Steffan, and media.

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1. CALL MEETING TO ORDER

The meeting was called to order by Chair Patteson at approximately 3:30 p.m.

2. ROLL CALL

Roll call was taken. All Board members were present except Mr. Antonneau and Sen. Cowles.

3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

Mr. Webb handed out late communications. One was a draft letter to Secretary Chandler regarding information Mr. Antonneau wanted on the Bucks stadium and how that would translate to Lambeau Field. He also provided an article about the 1919 Kitchen & Pub replacing Curly's Pub. In addition, a summary of meeting discussion items from the recent tour of the new construction and an insurance update will be taken up on the Director's Report.

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY KEN GOLOMSKI TO APPROVE THE AGENDA AS MODIFIED. Vote taken. MOTION CARRIED UNANIMOUSLY.

5. REQUEST FOR APPROVAL OF THE MINUTES –MARCH 9, 2015

A MOTION WAS MADE BY MARGARET JENSEN AND SECONDED BY KEN GOLOMSKI TO APPROVE THE MINUTES. Vote taken. MOTION CARRIED UNANIMOUSLY.

6. COMMUNICATIONS

- A. March 31, 2015, *Green Bay Press Gazette* Article "Lambeau Field Sales Tax to End in 6 Months"

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Mr. Webb mentioned this story deals with the last Board meeting reporting the end of the sales tax.

- B. March 23, 2015, King 5 Online News Article, "Kingdome Bonds Finally Paid Off 15 Years After Implosion"

Mr. Webb said this article, forwarded to him by Rich Ryman, reports the Kingdome finally paid off their bonds 15 years after the place was imploded. He thought it was interesting to show the contrast in what the Stadium District did and the Board should be commended for paying off the bonds in 10 years.

- C. Late Communications (if any)

Mr. Webb reported on the 1919 Kitchen & Pub article. He said the new facilities will be nice. The Board toured the area last meeting. Ms. Jensen asked about the capacity of the new restaurant in comparison to the new one of 250. Mr. Webb didn't know that answer and Mr. Popkey wasn't present.

Another communication was a letter sent to Secretary Chandler with a copy to all local representatives. Mr. Kuehl mentioned the letter was discussed briefly at the last meeting concerning the proposal to build the Bucks arena and providing state financing for that with bonds to be paid through the marginal increase on the taxes on NBA Bucks players and visiting team players. Apparently there is a new TV contract coming up that will result in quite a jump in players' salaries so that is what would be driving the additional revenue. In response to inquiries by the Board and discussion at meetings, they asked if that kind of information was available for NFL players' salaries. They sent an email prior to this letter and no response was received. Therefore, the letter was sent and they hope to get an answer. Mr. Webb talked to the Legislative Fiscal Bureau and they are not the ones that prepared this information for the Bucks. It came directly from Revenue and that is why the letter went to Secretary Chandler.

Chair Patteson asked if it was anticipated that having a new arena is causing an increase in the players' salaries or is that just coincidental with the new TV contract. Mr. Kuehl said he wasn't sure. Mr. Webb said they have a cap somewhat similar to the NFL but it is not as hard as the NFL. If they have more revenue, the players get more revenue. That would drive the increase in salaries. She asked if having a new arena would result in more revenue and result in higher player salaries. Mr. Webb said not as much and the big thing is the new TV contract. There could be some local revenue in play but he doesn't know for sure. This would occur without a new arena and if the Bucks chose to stay.

Mr. Webb asked the Board if they were comfortable with the letter. They agreed and he said it would be sent.

A MOTION WAS MADE BY CHUCK LAMINE AND SECONDED BY MARGARET JENSEN TO RECEIVE THE COMMUNICATIONS AND PLACE ON FILE. Vote taken. MOTION CARRIED UNANIMOUSLY.

7. FEBRUARY AND MARCH 2015 FINANCIAL REPORT

Mr. Webb said the report is very straightforward. It is early in the year so he doesn't have a good feel for all the revenues and expenses. The brick and tile sales continue to exceed expectations. The month of February was \$6,000 and he just got notification that March was \$6,000. The first three months produced \$18,000 and he only budgeted \$30,000. Mr. Golomski asked if the Packers success pushes the sales up. Mr. Webb agreed it does help. He feels they are beyond the general novelty of them but if the Packers have a successful season then people get more involved. There were no other questions regarding the financials.

A MOTION WAS MADE BY CHUCK LAMINE AND SECONDED BY KEN GOLOMSKI TO APPROVE THE FEBRUARY AND MARCH 2015 FINANCIAL REPORT. Vote taken. MOTION CARRIED UNANIMOUSLY.

8. DIRECTORS REPORT

Mr. Webb introduced Representative David Steffan who was in attendance. Mr. Webb also asked Mr. Popkey about the capacity of Curly's Pub. Mr. Popkey answered it was roughly 500. The new restaurant will be 250 plus 100 on the patio. It is smaller mainly because they've condensed the space and removed the game room. The larger capacity worked well on game day but they don't need that space the rest of the year.

Mr. Kuehl presented the monthly progress report and the tour notes that were handed out. They address the same topics and he will provide some highlights. Overall, the project remains on budget at \$166 million and on schedule to be completed in July. The project management remains good with no quality control issues or disputes. There were no recordable lost time incidents. There are 75-90 workers on site per day. Major contractors on site are Miron, VDH Electric, Tweet Garrot, HJ Martin, and Thomas Mason for painting. The tour focused on a walkthrough of the space and seeing locations for different special elements. MBE/WBE is tracking and new hires remain on target – 19.81% for minority and 8.81% women and 1.79% for disabled veterans. The actual contract dollars remain on target but projected falls a little short. MBE payments are projected to be 10.58% and WBE 3.95%. The actuals are 17.86% and 7.72%. Because of the nature of work coming on line some of those numbers will probably tail down. He spoke with AFFR about this and noted their report's conclusion says it continues to track on pace. Mr. Kuehl said the actuals do, but the projected are not on target anymore. Brown County participation is still around \$22 million – about 18.9% of the project.

Mr. Golomski asked if there has ever been a study on the traffic distribution at the gates. Mr. Popkey said there were real time numbers recorded during a game. The Oneida Nation gate is the most used. They saw numbers at the American Family Insurance gate grow and after the construction is complete and the scaffolding is removed it will improve. They tried various ways to alert people to use other gates. It has gotten better. Mr. Kuehl added that they have been tracking the distribution on game reviews for years. Although Oneida is still the busiest the traffic overall has improved and the new additional gates have helped spread the load a bit better. Mr. Webb agreed that the masses utilize the Oneida Nation gate from Armed Forces Way. Mr. Popkey feels the regular game goes figure this out and the best way to enter the stadium would be to use the gate suggested on the ticket. Mr. Kuehl said it is similar to the bathrooms and they still find shorter lines



on the upper concourse. That is their habit. Mr. Popkey said it is a mix of that and some first timers that don't know better.

Mr. Webb reported on sales tax. This was a fairly good month. Last month was flat. They are up about 2% for the year and Miller Park is up almost 3.4%. There are only five more months for collections. Chair Patteson said the sales tax would be ending at the end of September, but some funds will be received after that. Mr. Webb said there would be no sales tax collected after that. Chair Patteson said they will stop charging it October 1 but wanted to know what the excess sales tax will be. Mr. Webb said there would be additional sales tax coming in and that the collections would end in September. There will be some October numbers. There could also be more collected from audits or from annual filers. Mr. Zimmerman thought they might be collecting even a year or two later if people haven't paid. Mr. Webb agreed. The DOR can only take sales tax back from the District from collections the State is holding at that time. There isn't a way to recapture sales tax unless they are holding some at that time. Chair Patteson asked if they had a delinquent taxpayer would that still come to the District. Mr. Webb said that technically it will still come to the District. Mr. Kuehl agreed.

Mr. Webb presented the 8257 Fund. The District paid out the \$11.2 million so the cash in the O&M Fund is back down to \$5 million which is this years transfer from the 8257 Fund plus the initial ticket tax for the post-season game against Dallas. He transferred \$4.4 million on January 2 for the 8257 Fund transfer which is the money they will escrow from now on - then \$900,000 for the Dallas game ticket tax. You can see the balance is right around \$5.3 million for that account. There is \$71 million in cash in the 8257 Fund – that with the projected interest will complete that for the most part. There is about \$2.2 million in the Economic Development and Special Events Fund as well. He discussed the escrow account for both the general operating expenses and the estimated annual requirement for O&M. The par value balances needed and the remaining projected present value are both zero. The District has accomplished its goal and the sales tax will be ending and notification was made to the Department of Revenue.

Mr. Webb discussed the District user fee. It is currently \$13.8 million which represents District user fee and is used to fund capital improvements in the future.

He discussed special events. They were contacted by the Children's Museum about a request for their capital campaign. There is also an inflow and outflow statement showing the commitments which brings the balance down to about \$1.4 million. They still have not finalized the scoreboard because they don't have an approval yet from Brown County. Chair Patteson asked if the status of the scoreboard is known. Mr. Webb didn't know at this time.

Mr. Golosmki asked if the Badgers-LSU game was the Packers event. Mr. Webb said the District gets the ticket tax from that event. Mr. Webb said this can only be used for stadium related expenses according to the statutory language. They haven't pursued what this actually means yet. Mr. Zimmerman asked if that will be put in this fund. Mr. Webb said it will as well as the ticket tax from the Chesney concert. Currently, the District uses about \$120,000 a year to fund District operations which is certainly stadium related.

Mr. Kuehl presented some post-event reports. Ms. Ropson is also available from the CVB to answer any questions the Board may have. Mr. Kuehl said the USA Hockey Girls and Women's National Championship was a very good event and everything came out pretty close to what was anticipated.

He reported that the WIAA Girls Basketball event had attendance at 37,451. The original projection was 25,000 but that was out of county only. They will work to try to resolve this and report numbers on a consistent basis so they can do some comparisons on what is projected and what is actual. Room nights were 2,200 – 3,500 anticipated. Mr. Webb said they weren't sure about those numbers because they had more out of county teams this year. He isn't sure that people need as much assistance with booking their rooms because it is the third year here for the tournament. They could be contacting the hotels directly and the numbers are not being captured. Mr. Kuehl agreed and it is an issue with all the events. Not everybody goes through the CVB's housing system and all the room nights booked for the event are not captured. They want to get good numbers for this because it is a critical thing the Board looks at. He will continue to work on tracking them better. Mr. Webb said the attendance was down and that can be monitored. The teams were not from Brown County and the local contingency wasn't there. However, with more out of county teams you would have thought there would have been more room nights. They will work with the CVB to see if they can capture this data. Mr. Vande Castle agreed that has been his experience as well with other high school sporting events.

Mr. Golonski asked if the WIAA could share the list of suggested hotels and they could track it that way. Mr. Webb said they need to work with the CVB to do a better job to try to capture this data. The District is giving the money based on the economic impact and room nights and it isn't right to miss by this much. Chair Patteson asked if the lodging association could help with that. Mr. Webb said the CVB and the District can work together to get a better handle on this. Mr. Lamine asked if there is any monitoring that occurs. Ms. Ropson said the CVB audits the hotels and asks them how many rooms they booked for an event. They do their best and they don't ask everybody who calls to make reservations – especially if there are multiple events going on at the same time. Therefore they use an estimate. For the groups that use the CVB's online housing system they can track it. The groups themselves decide if they want to use this system or not. Mr. Lamine asked if there was any data collected that was just general without knowing what they booked for that they could compare from year to year. Ms. Ropson said they do. Mr. Webb said the pool tournament was the same weekend which made it more difficult to track. Mr. Kuehl added that the economic impact for WIAA Girls Basketball was close to what was anticipated despite these differences in numbers. Some of the numbers came in on the old software and the results are on the new software so that adds to the differences in numbers. He feels once they get on the new system entirely in place that the pre and post event data should be on the same calculation basis which will help.

Mr. Kuehl said the WAMO event was the same issue with projected attendance at 10,000 and actual was 1,800. The difference was accounted for when WAMO projected their attendance it was based on event day – one person going to four days – counted as four. But the actual report was unique attendees. If everyone attended the four days the attendance would be closer at 7,200. Room nights were short by 2,500-3,000 from what was anticipated. But again, not everybody used the online housing system. He feels one thing to consider when granting funds is that they should agree to use the housing system.

Mr. Kuehl also reported on the USBC bowling event. The event was originally going to take place in the summer and then the split it up into three events. This is the first report and there will be two more reports coming.

Chair Patteson asked about the bowling event. Were they able to estimate the room nights. Mr. Kuehl said they were tracked but there is no certainty they've accounted for them all. The estimate

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was 1,500 to 1,600 which could be more or less. Ms. Ropson reiterated that this is based on one of the events with two more to come to figure into the total number. Mr. Kuehl said this will probably be a very good event but they are just in the early phases of it. Mr. Webb said it was nice to turn on the tournament to watch on national tv.

Ms. Ropson updated the Board on future events. She reported that Forrest Lakes group confirmed their 2017, 2018, 2019 conferences here. She is also traveling to Hershey PA to make a presentation to the International Bomb group. They will narrow it down and will know more after she presents in June. She reported that the Michels group also booked their conference with the CVB.

Mr. Lamine said he attended a planning conference in Seattle and the planning association did a follow up survey to ask if they booked through the American Planning Association. Mr. Webb said the problem with a WIAA event is that you have no idea who actually attended. It isn't like a conference. Ms. Ropson added that there was a sporting group that was fined \$500 if their attendees went around the online housing system. Groups are starting to crack down on going around the system because they need that income. She feels this will catch on in the future. Mr. Kuehl said the District will continue to work with the CVB and thanked Ms. Ropson for the information.

Mr. Webb reported on the future of the Stadium District. The letter from the Secretary of Revenue, Mr. Chandler, was in the agenda. It officially states the last day of sales tax collection will be September 30, 2015. The District accomplished what they planned to do. It is a good thing for the Board and all the people that worked so hard on this project over the years. He thanked the Team for their efforts to help this go as fast as it possibly could. He reported he is still waiting to hear back from the City who is still analyzing the District's report. He will let the Board know as soon as he hears from them.

Mr. Webb reported on the annual O&M draw from the Team. This is a combination of the 8257 Fund which is at about \$4.3 million and \$7 million from the ticket tax. Combined there was \$11.2 million to draw from. The Packers expenses total around \$27 million. They requested \$13 million and the District was able to provide them with the balance of the account (\$11.2 million). This particular number with the cap on the 8257 Fund is what allows the District to terminate the sales tax knowing they have enough money. Chair Patteson asked if the Team would be making requests for calendar years 2015 and 2016. Mr. Webb said the Team would request funds annually through the primary term of the lease. The transfer from the 8257 Fund has been made for 2015 and will be made every January from the 8257 fund Escrow. That is part of the \$5 million discussed when reviewing the schedule of the Special Revenue Fund. Right now there is \$5.3 million in the O&M Fund. That is made up of \$4.4 million from the 8257 Fund and \$900,000 worth of ticket tax from the Dallas game that took place in January of 2015. This amount will be supplemented now by all the ticket tax collected from the remaining games. That will go into this account and it will probably be another \$7.5 million. That will put close to \$12 million in that account which would then be available to the Team to draw on for 2015 but they always request it after they close their books for 2015 which is paid in 2016. The District will then calculate how much we need to transfer on January 1, 2016. The money will come from this escrow account and transferred to the O&M Fund based on the amount needed and how much was collected during the year for license plates, the first \$500,000 of ticket tax, the brick/tile revenue, etc. The remaining amount would go to an excess sales tax account and stay there until 2031 unless there is a legislative change to distribute the money on an annual basis. Chair Patteson mentioned there will be a new fund – excess sales tax fund. Mr. Webb concurred. All the sales tax collected between now and the time it ends will go into this

account. Chair Patteson asked if there were limitations on what the District can do with the excess sales tax. Mr. Webb said the only thing the sales tax can be used for is for paying the bonds or filling the 8257 Fund – other than the money escrowed for O&M. According to the statutory language, there is nothing else these funds can be used for.

Chair Patteson asked for the details of this on the next meeting agenda. She wants to see how the landscape is going to change with the end of the sales tax collections. She wants to see how funds will be transferred at that time. Mr. Webb will update the flow of funds from the informational packet. He said the 8257 escrow will now flow into the 8257 fund instead of sales tax. Instead of the sales tax coming down, the 8257 fund escrow will go up. The sales tax fund will be gone and the excess sales tax will go into the new fund. Mr. Webb agreed. The only change will be the excess sale tax account. He will provide the Board an updated flow of funds at the next meeting.

Mr. Webb said he looked back at the notes and mentioned the District has been at this process for almost two years now...laying out the plans and speaking with those involved. It has been interesting.

Mr. Webb gave an insurance update. There was an insurance update handed out. The legislature has decided to keep the Local Government Property Insurance Fund (LGPIF) open for a couple extra years. The District is not in the fund but the City buys the insurance for Lambeau Field through this fund. The Packers then reimburse the City for the cost of that. The City is part of CVMIC which is the cities and villages mutual insurance. The District is part of WMMIC which is the Wisconsin municipal mutual insurance. Those two groups are getting together along with another group to form a property insurance company separate from the state. Therefore, because the District and the City will be part of the new group, the stadium will be covered through this new insurance company. Mr. Kuehl added that he has been keeping the Team and the City updated on this matter. This will be a topic for the annual insurance meeting. The new group will be forming soon. The property insurance fund served its purpose but it had some bad years that created a deficit. When it had a surplus it distributed it which isn't always the best way to manage a fund.

Mr. Kuehl mentioned the MBE/WBE information was covered under the project report.

Mr. Webb reported that brick and tile sales were very good for the month of February at \$6,000. There was also the \$6,000 that came in for March. That gives the District over \$18,000 for the year so far and he only budgeted \$30,000 total for the year. The year end statistics were provided. Mr. Kuehl said the program is over \$2 million from the start. The numbers reflect favorably on the initial design of the program and the things they've done by offering bricks and tiles. They charged a premium on the tile and offered replicas which helped the revenue. Later the District came out with the Lambeau Field logo products that added revenue. All in all, he feels the program has been very successful. Mr. Webb thanked the Team because this is something that Bob Harlan really wanted to provide the fans and through an early agreement they agreed to pay for all the installation. Without that assistance the program's margin would be much tighter. Ms. Jensen found it interesting that almost half of the orders came from outside Wisconsin. Chair Patteson asked about the three different logos – Packers, Lambeau, and wedding. Mr. Kuehl said the wedding logo is offered to people that have their wedding at Lambeau but it didn't sell as they had hoped it would. Chair Patteson asked if they were looking at any other specialty products for players retiring, etc. Mr. Webb said it was discussed but it has not gone anywhere.

## GREEN BAY/BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT

Pursuant to Section 19.84, Wis. Stats., a meeting of the Green Bay/Brown County Professional Football Stadium District was held on **Wednesday, June 10, 2015** at 3:30 p.m. at 1265 Lombardi Avenue, Green Bay, Wisconsin.

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**PRESENT:** Ann Patteson, Margaret Jensen, Ken Golomski, Keith Zimmerman, Chuck Lamine, Sen. Cowles, and Ron Antonneau.

**ALSO PRESENT:** Pat Webb, Greg Kuehl, Aaron Popkey, Bill Vande Castle, Chris Cumicek, Toni Burnett, Brad Toll, Joel Everts, Rep. David Steffan, and media.

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1. CALL MEETING TO ORDER

The meeting was called to order by Chair Patteson at approximately 3:30 p.m.

2. ROLL CALL

Roll call was taken. All Board members were present.

3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

Mr. Webb handed out a late communication that is a brochure published about the Miller Park sales tax containing frequently asked questions.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO APPROVE THE AGENDA WITH THE LATE COMMUNICATION. Vote taken. MOTION CARRIED UNANIMOUSLY.

5. REQUEST FOR APPROVAL OF THE MINUTES –APRIL 29, 2015

Sen. Cowles asked if there was any discussion in the minutes about the modification of the Future of the Stadium District. Mr. Webb said a modified flow chart was in the agenda materials and will be discussed under the Director's Report as was requested at the last meeting. Chair Patteson asked if Sen. Cowles had a change to the minutes. There were none.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO APPROVE THE MINUTES. Vote taken. MOTION CARRIED UNANIMOUSLY.

6. PRESENTATION REGARDING SPECIAL EVENT/CAPITAL PROJECT FUNDING REQUESTS

A. Children's Museum

Mr. Webb introduced the representatives from the Children's Museum, Chris Cumicek and Toni Burnett. Mr. Cumicek introduced himself as the Board of Directors President and

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wanted to share some background information with the Stadium District Board. He introduced Ms. Burnett as the Executive Director of the museum. He wanted to give the Board a history about the museum. Ms. Burnett reported it opened in 2012 and 250,000+ have visited. She handed out some annual reports as well. They closed their doors in 2006 and originally planned to build by the National Railroad Museum and were wooed by the City to build in downtown Green Bay. They opened with much hoopla and gained strong support with one of the top new destinations in the Midwest. She has visited about 65 other museums across the country and she feels Green Bay's will stand up to any of them. She reported the average exhibit in the museum costs \$200,000 and takes over a year to develop. They will transition to new exhibits in 2017 five years after opening, and they need to start now to be ready for the new exhibits. They are trending about 250,000 people now and they will average just over 80,000 a year in the next few years. So you can imagine the number of hands on this museum. She mentioned they have been selected to hold an American Girl fashion show in April 2016. That will bring 1,500 people to the museum. They will hold four events. Milwaukee is the only other place in Wisconsin that gets to hold such an event.

Mr. Cumicek added that they look at two things for members and non-members of the museum. They want to make sure it stays fresh and new. They look at a short term plan and a long term plan. They have added features to existing exhibits like the diner and have changed over a shoe store exhibit to an animal hospital. Those are the small things happening. As Ms. Burnett mentioned they will turn over the two large exhibits in 2017 - the All about Air and the Mini Manufacturing. They spent a lot of time researching other museums and talked to businesses in the community to draw local things into the museum. They started with the Green Bay Packers who donated some things and it is a lead exhibit in the museum. That will be changed out and All about Air will go in. They also spoke with some of the manufacturing facilities in Green Bay and Georgia Pacific showed some interest in partnering with the museum going forward. They will help make up a good portion of the funding. Ms. Burnett said everything in the museum has to be hands on and interactive. It has to follow the core standards of the schools. Therefore they really partner well with the schools and they go beyond Green Bay to outreach more schools. They track visitors by zip code. Mr. Cumicek said the \$150,000 covers a portion of the funding for new exhibits they will be adding over the next couple years. Some of the additional funding will be coming from a member of the Kress family. They want half of the funding committed by the time they roll out the campaign at the end of 2015 and that is why they are asking the Stadium District Board for their help.

Mr. Antonneau asked about the \$500,000 for the two exhibits and wanted to know how much each exhibit is individually. He also asked about the attendance numbers saying 250,000 visitors would be quite a bit of money. Ms. Burnett clarified that the 250,000 number was visitors since opening in 2012. Mr. Antonneau asked how many paid attendees they get a year. She answered they get about 65,000 visitors a year that pay \$8.00 a person.

Mr. Cumicek answered the All About Air exhibit would cost an estimated \$250,000. The Mini Manufacturing exhibit will be about \$175,000. They have about \$50,000 budgeted for an exhibit called Under Construction and about \$25,000 miscellaneous budgeted. For a total of just under \$500,000. Mr. Antonneau asked if they contacted the Wisconsin Paper Council or the Wisconsin Industrial Energy Group. They could hook the museum up with other supporters that would have a strong interest in the manufacturing exhibit. Mr. Cumicek said

they will definitely do this. Ms. Burnett said they just met with Georgia Pacific and they will pull more people into the meetings. Mr. Antonneau assumed they would be hitting up all the usual suspects in Brown County. Mr. Cumicek explained they initially had a capital campaign when the museum started of \$4.5 million. They raised about \$3.2 million. They wound that campaign down about a year ago. With the advice of some professional campaign individuals they wanted the museum to wait 12-18 months to start a new campaign. In the initial campaign many of the usual suspects in the area did give to the museum. With that said they gave a specific amount and paid it over 3-5 years. They are now able to go back for additional dollars going forward and it is part of their planning process. Mr. Antonneau would like to hear how that goes before he makes a commitment.

Sen. Cowles asked if they had an audit recently. Ms. Burnett said they do an audit every year but the numbers were not in the packet. She offered to provide it to the Board. They reported there were no issues with the audit. Sen. Cowles asked if cash flow was a problem or if there was a deficit. Mr. Cumicek said they average \$500,000 - \$600,000 a year from a revenue standpoint. Operational cash flow is at about break even with a small loss. Rent expense is being renegotiated. They initially intended to buy the building but they are required to lease the property for a 77-month period. They are working with them and the City to change the existing lease agreement. Ms. Burnett said they charge \$8.00 a person to enter the museum but it costs them \$11.00 a person to operate the facility. They are required to make up the difference. With 70,000 people they roughly have to bring in about \$210,000. They need regular funding and that is no different than other children's museums operate. They are no different than Madison or others across the country. They invite every child to come in regardless of income and underwrite the cost of that. Sometimes it is funded which is their goal. Mr. Antonneau asked how much of an endowment they have to help with the operating costs. The original pitch included some of that. Mr. Cumicek answered there is no endowment right now. They are looking for the \$500,000 for the exhibits. When they roll out their actual full capital campaign will likely be more than the \$500,000. They didn't have the specifics for what the overall will be right now so they are presenting what they know now which is the exhibit component. The future capital campaign at the end of this year will include some endowment dollars.

Mr. Golonski asked if they participate in trading exhibits. He cited Oshkosh had a Norman Rockwell exhibit travel through there, etc. He wondered if children's museums also trade exhibits. Ms. Burnett stated they are part of a national organization called the Association of Children's Museums. The Green Bay museum has 7,500 square feet of exhibit space so no they do not participate in the traveling exhibits. Appleton for instance is 45,000 square feet. Every one of Green Bay's exhibits has to pack a punch. Mr. Golosmki asked if they are able to pack up and rent out their exhibits. Ms. Burnett said the Packers exhibit will go away and pieces of that exhibit will be portioned off to the other seven children's museums in the state. The digestive system could get boxed up and moved. Some of the others have wear and tear and wouldn't be feasible. Mr. Golosmki asked if they would make any revenue as a result of doing that. Ms. Burnett said they would get about \$15,000 - \$20,000 at the most. Mr. Golonski asked if they have their own staff maintenance people to keep the exhibits fresh. Ms. Burnett answered that there are five people that are part of the management team and they all paint and keep the exhibits fresh because they are a non-profit organization. They also try to get volunteers to help out as well. Mr. Cumicek agreed that the wear and tear is real on the exhibits. They do as much as they can internally but they do hire some work out.

Mr. Antonneau asked about the plans to approach WPS. Ms. Burnett said they will get the next campaign up and moving and an endowment is in the plan. If they could pull \$2.5 million out of the community and put money away and buy the building, etc. it would be ideal. They will step up and move into a 5-year capital campaign soon.

Mr. Antonneau asked if they were doing the campaign for the two displays first. Mr. Cumicek said yes they will and they may increase the campaign to incorporate some of these additional items. They are still in the planning phases of what the new campaign will look like. For sure, that campaign will be \$500,000 to cover the exhibits. Mr. Antonneau said he is looking forward to the manufacturing exhibit. He asked about the educational component. He would like more detail on what they do with the schools. Ms. Burnett said they shared a list of the schools they work with. They target up to 7-8 year olds. They have reached to 11 and 12 but they will stay in the 7-8 year old range. Mr. Antonneau asked if he called the Ashwaubenon School District asked if they work with the museum and what grade they send there they would answer. Ms. Burnett said it would be the 7-8 year olds. She said the Green Bay at risk schools would be the schools to ask. They would see the value of the museum and their curriculum matches perfectly.

Sen. Cowles asked about the report's page 9. He asked about the 21% of expenses for operations and if that is similar to the other children's museums. Ms. Burnett said the Green Bay museum is lower than Appleton and others. Mr. Cumicek said they have paid staff and volunteers but also reach out to UWGB and St. Norbert College for interns and they offer a lot of talent that would otherwise cost dollars from an operating standpoint.

Mr. Antonneau mentioned that as things continue to develop more like the convention center that should help the museum's attendance down the road. Ms. Burnett agreed and one thing that would be done is offering convention goers a discounted rate and they are looking at ways to sell area conventions. Mr. Cumicek agreed the museum is a plus to bring visitors to the area.

Mr. Lamine asked about the museum working with the Pacific Studio in Seattle Washington and he assumed creating exhibits is very specialized. He asked how much of the \$500,000 for the project would be local work. Ms. Burnett said they deal with typical construction people to help with the exhibits. The exhibits however do come from professionals. Mr. Cumicek mentioned that children's museums will go back to the same firms because dealing with local companies would be cost prohibitive. Mr. Lamine asked for a split of the \$500,000 of the local labor. Ms. Burnett said \$75,000 of it would be done locally. Mr. Golomski asked about interns and asked about art interns or other programs. Ms. Burnett said that the interns do computer graphics, programming, event planning, marketing, etc. The new marketing specialist at the museum was an intern from NWTC. Mr. Golomski asked about construction interns. Ms. Burnett said that the Bay Port high school did the Einstein exhibit all about gears and they will try to work with them again. Mr. Cumicek said that was a good suggestion to try to get interns for the construction side.

Mr. Antonneau reiterated that he wanted them to go to the regular cast of characters sooner rather than later.



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Chair Patteson asked about the Packers exhibit being changed out and wanted to know what will replace it. Ms. Burnett said the digestive system exhibit will go there. She also asked about family memberships and the cost. Ms. Burnett said they have a variety of memberships. They offer an unlimited summer that is \$45 and a full family membership is \$120. Chair Patteson asked what they charge on average when you take those memberships into account. Ms. Burnett said they are looking for a 50/50 split of paid and members and they will be closer to a 60/40. They end up with so many visitors being members but she could get back to them with the true numbers. Chair Patteson also wondered about their goals to increase attendance. She feels that when she goes it tends to be busy. Ms. Burnett said they originally projected 120,000 people would come through the museum. However, when there are 250-300 people in the museum it is quite crowded. Therefore, they are pushing to get people through on Monday through Friday. The weekends are busy and any time the weather is inclement they are also close to capacity. The problem is the weekends during the summer. They will do special programming to bring people in and their goal is always to increase memberships and attendance. Chair Patteson asked if they have tried to measure the economic impact of bringing people into the downtown area. Ms. Burnett said they did an economic impact study based on spending, etc. They haven't been able to work with the Chamber yet. She is trying to pull the numbers together and get a fair estimate. Mr. Cumicek said it is difficult for the museum because they are not event driven. He said the Chamber's program doesn't work with their numbers. Mr. Webb thought the CVB might be able to help. Mr. Antonneau agreed and said the museum is tourism and not really business. Mr. Kuehl said they did look at the program and because the software was designed for events and not a building it is a bit different. It leans more towards conventions or sporting events and not an ongoing operation as much. Mr. Zimmerman asked if they see an increase in attendance when there is an event in town. Ms. Burnett answered yes, as long as it doesn't take place in downtown Green Bay. They benefited during the Bellin Run event and they also benefit when it rains or snows. Mr. Kuehl said that gets difficult too and they don't know whether the benefits are due to the event or the museum. Chair Patteson agreed it is a highbred because there is an educational component and a tourism aspect. She can definitely see the difficulties in trying to put a value on it. Ms. Burnett said when you say you have one of the top ten new Children's Museums in the nation it is nice to be able to tell people that. That speaks volumes and it is something to be proud of in Green Bay. It also gets people downtown.

Mr. Antonneau asked them to speak with the NEW Zoo to ask about how they get their economic impact numbers. Mr. Cumicek agreed.

Chair Patteson asked if they wanted to take up consideration of this before they hear about the next request. Mr. Webb agreed they should not hold up the museum representatives. There is an option to go into closed session but Chair Patteson didn't see a reason for it. She stated the request is for \$150,000 and asked the staff for their reactions.

Mr. Webb said the request is very consistent with the District's policy other than the fact that it is slightly more than the cap on the policy for capital improvements. It is downtown and it draws people to an area they are trying to help with economic development and he feels it is consistent with the general policy. He felt the concern is not if the District can help rather how much to help and at what stage. One of his thoughts was to give some now as seed money and then when they are further along that is a possibility too. They could give an

initial amount and then entertain an additional request toward the end of the year if they needed it.

Mr. Antonneau said he wasn't comfortable right now and is not willing to vote now. He wants to make some calls and will consult the original cast of characters. He feels manufacturing is huge in the area. He doesn't want to close the door but is not ready to say yes.

Mr. Golonski asked if he felt there was still some funding dollars from the big business in the area. Mr. Antonneau answered he thinks there is. He said they haven't gone to them yet. He would like them to touch base with the paper council and some other institutions and get the feedback on the Wisconsin Industrial and Energy Group. He feels this is slightly premature in his mind. He wants more information.

Sen. Cowles said he prefers a delay as well. He would like to see the audit and wants to do due diligence before voting.

Mr. Zimmerman also wanted to wait. He feels it is a great idea but they just need more information. He isn't sure if he's comfortable with the numbers.

Chair Patteson said it sounds like they had a plan of rolling out a broader campaign towards the end of the year and asked Mr. Cumicek if that would throw off the schedule too much.

Mr. Cumicek said it shouldn't throw it off too much but the big thing is they wanted to start the process sooner than later because it is a process to get it done and roll it out by September 2017. The seed money might be helpful to get the process going and get some overall design going for the two exhibits. A couple of months probably wouldn't hurt them but if they stretched it out further than that it would probably slow down the entire process.

Chair Patteson commented on the sequence of getting requests based on a campaign. The District doesn't have much history on capital requests. She mentioned the Meyer Theatre came to the District at the end of their campaign so they had exhausted a lot. The scoreboards requests was midway through their campaign as well. PMI had already committed and then they were going to Brown County. Mr. Antonneau mentioned that the Executive and PMI were talking about scoreboards for over a year already. Chair Patteson knew there were a lot of discussions about the scoreboards but as far as the sequence of getting approvals and the Board to approve the project, she felt they didn't have the history of capital requests that they do for events. Therefore, it seems the children's museum thought the best approach would be to lock the District in and then roll out the broader campaign to try to motivate people by saying they have half their goal. She admitted she isn't a campaign expert but she knows there are a lot of different philosophies about what makes the best capital campaign.

Mr. Antonneau said that waiting two months won't hurt the campaign. He wasn't sure if they had two different campaigns. Mr. Cumicek said that waiting two months is not a problem. They hired a company called Capital Quest and they are a professional campaign company and their suggestion was to stop the initial campaign, wait 12-18 months, and then kick off a new fresh campaign. He said that 18 months would be at the end of this year.

That is the timing of the campaign and that is the campaign when they will go public and ask for dollars. Their goal is to have a good portion of that in the bank which is better for their vendors to know that they have some money raised and they will continue to work with the museum. The reason for coming to the District now is to secure some dollars prior to the 18 month timeframe and kicking off the new campaign.

Mr. Antonneau said that usually on the front end they get some of the original cast of characters lined up first. He wanted to see that and how it would work. Ms. Burnett said they feel they are doing that with coming to the District. The District is one of the cast of characters. She said the Mayor was absolutely adamant that they speak with the District first. In all honesty that is why they came to the District first. She realizes they have to talk to others again but the timing of this was to move forward on the planning of the exhibits.

Ms. Jensen thought they might run into the same thing at another funding request. Ms. Burnett said they do run into this. They ask who they got money from first. Mr. Webb said that it would be perfectly legitimate to wait until the end of August. He wanted to attempt to give the small commitment at this time to let the museum know the District was on Board but that doesn't have to happen now. He feels at some point in time the District will have more requests where they are on the first end of it or they will be at the end of it. The District has to decide if they always want to be toward the end but it is up to the Board. Mr. Antonneau said that after 30 years of doing this they never wanted to be on the front end of it and they never are on the front end of it. They put it on hold until they are in the middle of the process. Mr. Webb said it would be a Board decision if they are willing to step up to a project early on or not. Mr. Antonneau said that all you have to do is get burned a couple times where you give seed money and things sit for six years and then you can't get the money back. Mr. Webb said that the Meyer Theatre had several grants that were contingent on them raising x amount of dollars. People were willing to give \$50,000 if the Meyer hit their goal of \$3.5 million. He wondered if that was something that could be done. Mr. Antonneau said that isn't typical. It is common to wait until the middle or the end in his experience. If they are in the middle and they contribute if they hit a goal he wouldn't have a problem with that. Mr. Webb just asked because he is not familiar with this as he is.

Mr. Lamine asked if the approach is to freshen up the exhibit, get some wow factor, and then go out and work towards the endowment. Is it two campaigns, he asked. On the front end they want to get some new exhibits, and then the next round would be to get more funding. Mr. Cumicek agreed but said they are trying to make the decision of exercising their option to purchase the building or is it better to continue to lease the building moving forward. Additionally, they do have some debt from the shortfall they had on the initial campaign. They don't want to throw debt into the campaign without having some of the wow factor there as well. Mr. Antonneau said if he knew the answer to that it would affect how much money he would give. If he had those answers it would affect the decision and it would be nice to have. Mr. Cumicek said they didn't incorporate that because they don't have those dollars set right now. Second, they structured it the way they did because they figured you weren't likely interested in giving dollars toward debt reduction or potential purchase of a facility two or three years down the road. They feel if they focus on exhibits it will draw more people into downtown Green Bay.

Ms. Burnett said they would earmark this money specifically for exhibits and that's how it would go into the system. The \$100,000 gift does have a matching component to it. Sen. Cowles asked if the District contributed \$100,000 would that be matched. Ms. Burnett said it could. Mr. Cumicek said they are working with Georgia Pacific and will continue to meet with them. If they look at the \$100,000 with the potential of another \$150,000 from Georgia Pacific would put them at halfway through the campaign. There is no commitment to that yet but they are working towards that.

Chair Patteson said she is really supportive of the Children's Museum and has gone there with her children. She sees there are many out of town grandparents there so anecdotally you can see how that has good economic impact. You can also tell the Board is taking this seriously but feels they have yet to feel like they can move very quickly on some of the capital campaign requests. She feels the District has to sort things through and come back with more information and figure out an approach that makes sense at the next meeting. She likes the idea of seed money but doesn't want that to be misinterpreted. Mr. Webb said they have some time between now and the next meeting. Mr. Antonneau agreed and stated he has phone calls to make too. Mr. Webb said they will invite them back to the August meeting and go from there.

Mr. Lamine wanted to clarify what the action was in the minutes when they were looking at the guidelines. The Board was going back and forth on the matching and how much they would be willing to contribute to a project. He said this request is about 30% of the \$500,000 project. The guideline they discussed was 10% or \$100,000 max. Mr. Webb agreed. In the end they adopted a policy but haven't been consistent with that policy. Mr. Kuehl thought they took out the percentage and focused on a dollar amount of \$100,000. Mr. Antonneau said that he didn't want to leave a cap at all. Mr. Webb said Mr. Kuehl did an analysis on the guidelines and other than the \$150,000 being more than \$100,000 this request meets the District's guidelines. Mr. Lamine thanked Mr. Webb for his analysis.

Chair Patteson thanked Ms. Burnett and Mr. Cumicek for attending. Mr. Antonneau commented that he hopes they will bring back more information on the matching contribution. He also said he could provide some phone numbers for the paper council.

B. AMCSI – Anthrogyriosis Multiplex Congenita Support, Inc. International

Mr. Toll and Mr. Everts from the CVB were present. Mr. Toll reported that the US Youth Soccer tournament begins tomorrow with 5,400 participants with 12,000 people estimated to be in attendance. They estimate the impact to Brown County will be \$1.5 million. They have 75 hotels in their room block with hotels from Shawano, Manitowoc, Green Bay, Fond du Lac and even Waupaca. The Kenny Chesney concert the same weekend pushed things out a bit further. There are 8,700 booked hotel nights for this group and are shooting for 9,000. If a team wins they will stay longer so that should put it to the 9,000.

The AIBTI group will book 2,237 rooms with 600 participants for five days in 2017. The CVB presented in Pennsylvania last week and were up against Reno and a city in Arizona. The economic impact on the area should be \$1.5 million and the District's contribution was \$15,000.

Mr. Toll reported that the AMCSI group is similar to the Wisconsin Dental Group – a feel good group. The impact is good at \$640,000 with 850 room nights. They will have about 140 diagnosed children with this disease. There is no cure for this disease and most of them will be in wheelchairs. They bring about 325 family members for a 5-day conference. This convention could benefit the Children's Museum. They learn about all the most recent research on the disease. They also learn from each other and how they deal with it and support groups are part of it. They spread the conference out because it is usually the families' vacation as well. They typically aren't able to do much because of the costs of dealing with the disease so they make this an educational trip but also one that is fun. They mentioned the Children's Museum, the zoo and the ease of getting around the zoo in wheelchairs and how accessible attractions are. Lambeau Field would be part of it as well. Mr. Antonneau asked if this is at the convention center. Mr. Toll said they have two bids in. The convention center is the lead bid but it would fit at the Radisson and they've said they want to bid on it. They try to give them a facility that is as close to free as it can be. If it were held at the conference center it would be free except for facility costs. The Radisson would likely discount the room space a little bit more and use those funds for transportation. They would like \$5,000. The CVB will also go to the Department of Tourism for \$2,500. Mr. Antonneau said this sounds like a no brainer. Mr. Lamine asked if there were physicians coming in to present. Mr. Toll said there would also be researchers attending. Mr. Lamine wondered if the medical college and children's hospital in the area would offer some opportunities as well. Mr. Webb mentioned this is a little smaller event than usual but if you multiply the amounts out by three you get close to the other events' impact compared to the contribution. Chair Patteson said she looks at it as a charitable aspect like the Wisconsin Dental event. It may not be as big of an economic impact but there are clear benefits to the community with such events. It is a small amount and they will be coming during the off season so there's not much else going on. Mr. Toll said they allowed the CVB to pick the week. Sen. Cowles asked if this was science based and if it could create precedence with other conventions like this. Mr. Toll said there are a lot of volunteers and families. They really aren't doing the research here but are reporting back on the research they've done somewhere else. There will be a little bit of that but it is more a support and educational conference for people dealing with the disease. To that point, with Hotel Northland opening, the Hyatt, and the Hampton Inn being a new hotel the CVB has upgraded their product tremendously. That will put the CVB in a position to go after higher end events. The Clarion was not a hotel that a convention planner would have wanted to put a group of doctors into. Now if they say bring in some of your renowned researchers and physicians they can present the Hotel Northland and the convention center which makes this a viable destination for higher end events.

There were no other questions to Mr. Toll. Mr. Webb recommended the District support this request.

A MOTION WAS MADE BY SEN. COWLES AND SECONDED BY MARGARET JENSEN TO APPROVE THE \$5,000 FUNDING REQUEST FOR THE AMSCI EVENT. VOTE TAKEN. MOTION PASSED UNANIMOUSLY.

Mr. Antonneau asked if Mr. Webb could put together all the financials from the Chesney concert parking and ticket tax revenue, what the District has in the fund, and where they are at. Mr. Webb reported the fund statement was in the packet. The Chesney concert is right

around 49,000 tickets sold so the District's share of the ticket tax is trending around \$253,000. The parking is just a guess but they will have a good handle on the revenue in August. He expects the full half of the ticket tax and net parking. They are working with the Team and PMI on that right now. It will all work out well and it is a good event for the District.

## 7. COMMUNICATIONS

### A. May 7, 2015 Press-Gazette Online Article "Steffen Plans Fix for Excess Stadium Sales Tax"

Mr. Antonneau asked Rep. Steffen if he wanted to comment on this article. He referenced the bill in the packet. He explained that the Stadium District Board along with the Department of Revenue certified the fully funding of the operations and maintenance fund at the end of March and yet the spigot that turns off the sales tax doesn't shut off until September so there is a 6-month period of revenue that is being generated and dumped into a bucket that doesn't have any intended source at this point. It is unencumbered money but it has no way to get out unless you wait until 2031. He said he's been around government and organizations long enough to know that it is never good to leave \$8-\$10 million laying around too long. His thought was to reverse that money as quickly as possible back to the taxpayers through the communities. One objective would be property tax relief, tax levy related debt relief, or economic development. Based on the estimates from Mr. Webb that amount would be \$8-\$10 million (probably on the conservative side). That bill would likely be circulating right now in the Senate and it will be scheduled for an executive hearing as soon as possible and will be up for a vote in early September of this year.

Mr. Golonski asked if he contacted the three entities involved and what their choices are or their feelings about the options he presented. Rep. Steffen said he did contact them and said he was afraid this might become a situation where you have a rich uncle who dies and the family starts fighting over his estate. Luckily that hasn't been the case. Each of the entities are taking different approaches. He thinks they will actively engage their own leadership and constituents to say how it is best to handle one-time money. His personal view is that it would be best to pay off the bills and invest in the future. He expects that will be the emphasis. The City of Green Bay has already announced what they will do with the money. He stated the Village of Ashwaubenon and Village of Howard also have ideas. Generally, this has been very well received. There was some debate on whether it should be based on per capita or not but he feels that has all been discussed and there are some major qualifiers for this money. It must be distributed on an equitable and practical fashion and sending it as checks to individuals would be very difficult. Therefore the per capita back to communities made sense. In addition 25% of it, based on discussion with Mr. Toll and others, thought it would be best to begin the discussion of the future of the arena property by putting in some seed money for that – roughly \$2.5 million which is only enough money to begin a conversation about the future of the arena.

Mr. Antonneau commented that he thinks Rep. Steffen's proposal is a good idea and he is glad he is being proactive. Mr. Vande Castle had a question as a municipal attorney and representing a couple municipalities in the area. He knows he will be getting questions on the three categories. He wanted to know if they are defined somewhere. If someone comes up with the project can you peg it to one of those three categories. Is there some thought to

defining what those categories are or leave it open so they have some flexibility. Rep. Steffen said he was a local elected official for eight years and he was very aware of the amount of control placed upon him by the state of Wisconsin and he doesn't want to play that role. He wants to provide some guidance. The legislation does require that all the money that will be distributed go into a separate segregated account and that it also have a formal resolution associated with it for any disbursement. He is confident that the communities will find appropriate usage that fits within that. He feels this is a relatively large amount of money and it will probably spur some discussion as well as community oversight and he expects the communities in Brown County will have a vigorous discussion about it. He is not interested in the state micromanaging this money within the communities.

Chair Patteson asked what the reaction has been to having 25% go to Brown County and the remaining 75% to the other municipalities. Rep. Steffen expected more discussion about that and maybe the ambassadors of Brown County asking why they didn't get it all. And he thought others might say Brown County shouldn't get any of it. Generally, everyone has been supportive of the breakdown. The larger communities which obviously get the lion's share, the leaders of those communities, have all identified that the arena is a long-term issue for this community and they have to find a solution. By putting 25% toward it, that begins the discussion. He feels \$2.5 million is probably enough to plow it over and pave it and perform some studies for the future. He didn't know and it wasn't for him to decide. He thought it was appropriate to drive it into something that is incredibly important. He stated County Executive Streichenback has been very supportive and he loved the idea as well as Mr. Toll, PMI, and others. It has not received push back from any municipal leaders.

Chair Patteson stated that in the original statutes the Department of Administration would be making a determination regarding the allocation of the funds. It looks like now the Department of Revenue will be doing the disbursement. She was wondering if Rep. Steffen could explain if there was any reasoning or if this would just seem more logical. Rep. Steffen said the lawyers who provided guidance and assistance in the drafting of this bill, both with the Legislative Reference Bureau and the council thought that the Department of Revenue was the appropriate source. He understands the money that comes into the fund is routed through the DOR so to have them be part of that would be appropriate. So the money will continue to flow into the bucket until such point that the DOR says reverse the entire lump sum back to us and we will cut 20 plus separate checks to the communities and counties. Then obviously as Mr. Webb discussed there will be recurring audits and other things that occur that will trigger additional but substantially smaller amounts to be available and those would be occurring on an annual basis beginning every June. Mr. Antonneau said it would be every October 1 according to the bill. Mr. Lamine asked Mr. Webb if with those additional audits if he anticipated any additional expenses for the District beyond what they would have done on the existing audit. Mr. Webb answered no he does not. Those would be state audits of individual taxpayers who may or may not have paid their sales tax correctly.

Mr. Webb asked about the last paragraph and he was confused about the months. It talks about "shall be distributed as provided under the paragraph ... April 1 to September 30 including amounts returned". He asked if that was to be all encompassing any collections after September 30<sup>th</sup> or just the amounts collected via audit, interest, and principle. Rep. Steffen said it would be the amount collected through audit, principle, annual filers, quarterly filers, some of the things that might spill over to the future. He said the timeframe of the

collection period is still April 1 to September 30. Mr. Webb said the DOR will be collecting money for the District in October, November and December as people file their returns. Therefore it wouldn't end in September. Rep. Steffen said if that ended up spilling over and it is not fully captured by the time the checks are cut, it will go into the annual disbursement cycle. Mr. Webb asked if the bill referenced the annual disbursement cycle. Rep. Steffen answered yes and said it would continue until all such funds are collected. Mr. Webb said he didn't get that from the bill and that was one of his concerns. Rep. Steffen said it might not be on the most recent draft but he would make sure it was clear. Mr. Webb said that from the District's standpoint, they were trying to get this fixed once. The District has said all along that the most important thing, other than determining the future management of the Stadium District, is to get this money back to the taxpayers as quickly as possible and to do it once and be done with it. The District would like to take one legislative fix to the State. If the District remains the landlord, and the legislative fix is exactly as Rep. Steffen is proposing, then it would have to be expanded to include future months and maybe future sources of the excess. Where if the City becomes the landlord, there is a whole list of additional legislative fixes that would have to take place. The District's position was to resolve the management issues first or set it up so the fixes could be taken care of with this disbursement legislative fix. He said the District is certainly supportive of all funds going back to the municipalities under some equitable basis. However, the District has always said there would be surpluses and another surplus from the 8257 Fund if the District stays as the managing entity of the facility. Rep. Steffen understands the District's approach and respects that approach of having a kind of comprehensive bill that addresses everything. However, he stated there is a political consequence or caveat that it comes with that decision. One is it could collapse on its own weight, different parts of it would be controversial, some will not. He didn't want this money to be caught up in any type of political issues that exists with the future of the Stadium District and any of the revenue sources. He said this has universal support and he wanted to take this element out of that sticky thicket and take care of it and address it. In fact, his advice is to take the things that are less controversial, address those when you can, and some of the larger, more controversial and long-term issues be handled separately. This was deliberate and he really wants to have a victory with this for Brown County. If the bill encompasses everything, the chances of that would be compromised.

Chair Patteson asked Mr. Webb if they continue with the Stadium District landlord model, would there be other legislative fixes that need to be addressed. Mr. Webb said no there is just the one addressed in Rep. Steffen's bill and it could be easily modified to include any excess sales tax reference. Mr. Webb didn't want to muck this bill up with a huge amount of other things but he feels that the reference to excess sales tax created between April and September may need some revision as there was actually some in March. There will be some sales tax collected in October, November and December as well. On an annual basis, if the Stadium District is landlord, there could be some additional excess sales tax. So it would be all excess sales tax. He expressed the desire not to go back and have a separate legislation on that excess sales tax. Whatever model they use, if they just refer to excess sales tax and principle and interest he feels they can accomplish this if the District stays in business. Rep. Steffen said he was basing the bill on a letter stating the date of fully funding was September 30. He tried to avoid some of the legal and lease issues. Mr. Webb said that is not really part of this discussion. Rep. Steffen is open to finding a way to capture any of the other monies he would tweak it so it reads that way. Mr. Webb said that would take care of the excess on an annual basis if there is some from other sources – not just the collections the DOR has but



the fact that the District may not need all the sales tax they put aside because they are still in business and therefore there is money available. Rep. Steffen said he would absolutely be open to amendment language that would capture additional revenue. Mr. Webb said the District has always said they wanted to get this money back to the taxpayers. It has been the District's position and it is in all the documentation.

Chair Patteson said it seems like that under the Stadium District landlord model, the proposed bill captures much of the excess funds. Mr. Webb agreed – it captures the majority of it. There might be some additional excess funds and if the language was changed it would be consistent with Rep. Steffen's intent. Rep. Steffen agreed. Chair Patteson thought they should try to make sure this proposed bill addresses that. Mr. Webb said it really ties to the next page of the agenda with the new flow chart that has been updated. It talks about the sales tax instead of going into the 8257 Fund as before, it will go into excess sales tax. That is the portion, at least for a period of time, that Rep. Steffen was talking about. The District wants to make sure that includes all of the sales tax that is collected from March to the end. On an annual basis, the chart says that the 8257 Fund the District has escrowed away, they may not need it all as the result of the fact that if the District stays in business, the license plates and other revenues would continue to flow. Therefore, if they continue to flow there might be some additional sales tax that could go down into the excess sales tax. The District's intention was to work on both of those issues and combine them into one legislative fix. They would have to resolve the management issues of the stadium first, then they would know whether or not there would be those extra funds out of the 8257 Fund. Mr. Webb said that Rep. Steffen's bill captures the majority of the excess sales tax that will be there in the next year.

Chair Patteson said it sounds like having this bill revised to include the possibility of the additional funds coming out of the 8257 Fund to be distributed on an annual basis doesn't sound controversial so she feels that could be included. Rep. Steffen said absolutely, if more money is put in he would be on board. Chair Patteson said the other issue which is the City landlord model which has a laundry list of legislative fixes. Mr. Webb agreed and that could be a completely different issue. Rep. Steffen agreed and said that would have to be. He made that clear to the Packers and everyone else that this has nothing to do with the Stadium District or the lease. It is strictly about getting excess sales tax revenue back to the taxpayers through their communities as soon as possible. Mr. Webb said that the City has gotten their legal report back but hasn't shared it with the District yet. However, under the District's reading there will be even more excess sales tax if the District would remain landlord at this point in time. The license plates revenue and the brick and tile sales revenue would continue to flow along with the first \$500,000 of the ticket tax money. Mr. Webb said the bill could just reference any excess sales tax would be distributed on an annual basis. Mr. Lamine added it should be consistent to the formula identified. Mr. Webb said he didn't get into the formula. Mr. Lamine understood but thought that was something that should be taken into consideration as well. Mr. Webb said he would tie it to any formula they wanted but he would let the municipalities determine that formula. Mr. Lamine said clearly the District wanted to see that the money gets distributed and he feels some of the reporting or reaction from the public was that the Stadium District collected too much money. Clearly that is not the case and the District's intention has always been to get that money back to taxpayers as quickly as possible. You cannot turn the spigot off on a specific date and you had to capture enough funds to take care of the District's responsibilities. Mr. Webb stated the attorney said

the District had to be sure it was fully funded and not turn it off earlier than that. Mr. Lamine agreed. Rep. Steffen said there seemed to be a lag and an incredibly conservative approach but not necessarily inappropriate. He just feels people are excited about the possibilities and having the tax gone.

Sen. Cowles asked if Mr. Vande Castle looked at the legislation. Mr. Vande Castle said he did read it. There were no further questions for Rep. Steffen.

B. Packers' Statement Regarding Stadium District

Mr. Webb asked if the Board had any questions about the Packers' statement. There were none.

C. May 14, 2015 Press-Gazette Online Article "Stadium District Dissolution Complex, Unlikely"

There were no questions about this article.

D. June 3, 2015 Press-Gazette Online Article "Green Bay Inventor Hits Pay Dirt with the Pronator"

Mr. Webb mentioned this inventor started as a protégé from the mentor-protégé program. This is another success story for the Packers' program.

E. Late Communications (if any)

There were no late communications.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY KEN GOLOMSKI TO RECEIVE THE COMMUNICATIONS AND PLACE ON FILE. Vote taken. MOTION CARRIED UNANIMOUSLY.

8. APRIL AND MAY 2015 FINANCIAL REPORTS

Mr. Webb said the big change that doesn't affect anything the District is doing is that not as many people have turned in their tickets from last year so they won't hit the number of exchanges. The District gets about \$1,000 for every ticket turned in as additional user fee. This suggests that when the Packers do well there is just less turnover of tickets.

There were no other questions regarding the financials.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO APPROVE THE APRIL AND MAY 2015 FINANCIAL REPORT. Vote taken. MOTION CARRIED UNANIMOUSLY.

9. DIRECTOR'S REPORT

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Mr. Webb reported they don't have the recent monthly progress report. The construction tour summary was in the packet.

Mr. Webb reported on sales tax for April and May. They were both good months. They are up about 2.5% for the year and Miller Park is up similar to that. The excess sales tax is at \$4.8 million.

Mr. Webb presented the Special Revenue Fund and Expense Fund balances are standard. The \$71 million in the 8257 Fund is the amount that has to grow to \$91 million when they pay it out. If interest rates had been better there would have been a chance to do this better. The audit will report a huge amount that said the District's investments were worth quite a bit more than the market rate – like \$2.5 million because interest rates were actually lower at the end of the year than when the District bought the investments which is hard to believe in this market. He said that over the next 16 years it will look just the opposite because interest rates cannot stay at this level for another 15 years. The mark to market in the audit will look like you've lost money but the District will hold them all to maturity because you have to hold them to pay out. He just wanted to make the Board aware of that.

The District user fee is currently at \$13 million which is used to fund capital improvements in the future.

He discussed detail of special events and economic development fund. The balance is at \$1.335 million. The District just committed \$5,000. The District got approval on the scoreboard from the County so if that takes place the District will be issuing the first installment amount.

Mr. Webb reported on the Chesney concert. The tickets sold are about 55,000 and the parking revenue should be approximately \$40,000. The District should clear about \$300,000 on the concert. Mr. Golomski asked if parking included all the land the Packers own. Mr. Webb said it would just be the parking with in the original boundaries of the stadium.

Mr. Webb said there may be other events in the future that the Team discussed with the District. Mr. Antonneau asked what the District might potentially get for the Badger game. He said that a future meeting should address a future Badger hockey game. Mr. Webb said there have been discussions with an NHL game but the problem would be scheduling it on New Years Day. Mr. Popkey said the NHL has focused many of their outdoor classic games in NHL cities. The Packers have reached out to them regarding Lambeau. They will continue to poke around. Mr. Webb said the Ohio State game was a success and it was a huge economic impact. Mr. Antonneau said that people are starting to talk about it more than before.

Mr. Webb said the proposed legislation was already discussed as well as the updated flow of funds. He asked if the Board had any questions. Mr. Webb said the key with the flow of funds is that now the sales tax is going into an excess fund rather than into one of the escrow accounts. Chair Patteson asked about the 8257 Fund escrow of \$92 million. The idea that the brick and tiles go into the 8257 Fund does that go into the O&M. Mr. Webb explained how it would be if the City was landlord. If the District is landlord all four of these revenues would continue to flow except for the income tax checkoff which is scheduled to die out. The brick and tile sales are about \$400,000 and the first \$500,000 of ticket tax is close to \$900,000. That is nearly \$1 million that would flow into the 8257 Fund first. Then the amount you need out of escrow will be less because you have this other \$900,000 available. That wouldn't be available if the City was landlord. Because of the legislation

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to just dump the income tax, the District couldn't count on the license plate revenue either in any calculations. Therefore, they based it all on sales tax and accumulated earnings. That is why the excess would be created because those revenue would be still flow. They can still flow to the City but it would take legislative action and lease amendments for that to happen. That is according to the District's analysis – The City's analysis has not been shared yet.

Mr. Webb presented the first quarter maintenance monitoring report. Sigma is schedule to return to Lambeau on August 10. They will do a review and then will present to the Board in October.

WMMIC's rating is included to show you they are a quality company with quite a bit of surplus. The MPIC was approved. Although this doesn't affect the District, it does affect CIVMC. The City is part of CVMIC and they buy the property insurance and the Packers reimburse them for Lambeau Field coverage. So they will move from the LGPIF to MPIC. It will essentially work the same as before.

Mr. Webb reported that brick and tile sales continue to outpace what was budgeted.

Mr. Webb presented the future meeting dates

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO APPROVE THE DIRECTOR'S REPORT. A vote was taken. MOTION PASSED UNANIMOUSLY.

### 10. OTHER MATTERS AUTHORIZED BY LAW

Mr. Webb had no other matters. Mr. Antonneau wanted to have Sen. Cowles present for a meeting to have PMI present their organizational structure. Mr. Kuehl said they are in the process of arranging that in the next couple meetings. Mr. Antonneau wanted the follow up numbers from the Chesney Concert as well. Mr. Webb said that Mr. Kuehl will be at the concert doing an event review.

### 11. MOTION TO ADJOURN

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO ADJOURN THE MEETING AT APPROXIMATELY 5:30 P.M. A vote was taken. MOTION CARRIED UNANIMOUSLY.

Respectfully submitted,

Diane Roskom  
Administrative Specialist

## GREEN BAY/BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT

Pursuant to Section 19.84, Wis. Stats., a meeting of the Green Bay/Brown County Professional Football Stadium District was held on **Wednesday, August 26, 2015** at 3:30 p.m. at 1265 Lombardi Avenue, Green Bay, Wisconsin.

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**PRESENT:** Ann Patteson, Margaret Jensen, Ken Golomski, Keith Zimmerman, Chuck Lamine, Sen. Cowles, and Ron Antonneau.

**ALSO PRESENT:** Pat Webb, Greg Kuehl, Aaron Popkey, Bill Vande Castle, Chris Cumicek, Toni Burnett, Brad Toll, Beth Ropson, Ken Wachter, Terry Charles, County Executive Troy Streckenbach, and media.

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1. CALL MEETING TO ORDER

The meeting was called to order by Chair Patteson at approximately 3:33 p.m.

2. ROLL CALL

Roll call was taken. All Board members were present.

3. PLEDGE OF ALLEGIANCE

The Board recited the Pledge of Allegiance.

4. APPROVE/MODIFY AGENDA

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY KEN GOLOMSKI TO APPROVE THE AGENDA. Vote taken. MOTION CARRIED UNANIMOUSLY.

5. REQUEST FOR APPROVAL OF THE MINUTES –JUNE 10, 2015

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY SEN. COWLES TO APPROVE THE MINUTES. Vote taken. MOTION CARRIED UNANIMOUSLY.

6. COMMUNICATIONS

A. Green Bay Packers Financials – July 21, 2015 Packers.com Article “New Broadcast Contracts, Pro Shop Contribute to Another Revenue Record”

Mr. Webb presented the financials provided at the Shareholders Meeting and spoke about the asterisk mentioning the lease-obligated contributions from the Stadium District toward the operations and maintenance of Lambeau Field and how the TV contracts and expanded pro shop have contributed to the Team’s success.

Mr. Popkey agreed that the article and the media reports reflected this well.

Chair Patteson asked about the income tax of the Packers' players as was brought up in the past and it has been brought up about other professional sports teams. She wondered if the District got any new information on that. Mr. Webb stated he got a call from the Secretary of Revenue regarding this issue. Because of the situation with one taxpayer being such a large impact they can't release that information. The Secretary has communicated this to other state senators and representatives who have asked for this same information. Mr. Webb said they could seek permission from that particular taxpayer to see if it would be alright to get that data. Chair Patteson asked if the idea was that if this information was released it would identify that person in some way. Mr. Webb answered yes – an organization would be identified. Mr. Antonneau asked why that wouldn't be open records. Mr. Webb said that is what he was told. He said that basketball plays 40 games at home and 40 games away and there isn't as much tied to just one team that plays 10 or 11 home games in a stadium. Mr. Antonneau didn't understand this. Mr. Webb said it wouldn't be an individual player identified. Chair Patteson said that is what they wanted to know – what the players income tax was – i.e. how much revenue does the state get from the players. It sounds like there was a concern about releasing some other information that wasn't really tied into the District's request. Mr. Webb agreed. He could continue to pursue this and ask the Team if they could do something to. Chair Patteson was confused because they had provided information for other teams. Sen. Cowles said that in the past they had asked for an audit and there were certain things they didn't want audited for competitive reasons. Mr. Webb said he could get a better explanation. Sen. Cowles thought that may be the reasoning behind this. Chair Patteson wondered if they misunderstood the District's request. Mr. Webb said he would contact them again.

B. July 31, 2015 Green Bay Press Gazette Online Article "Lambeau Turf is Fine, Let the Concerts Continue"

Mr. Webb stated this article recommended that concerts continue at Lambeau Field. Mr. Antonneau said he thought the article was balanced and he thought it was a good event. He feels everyone should be happy – the Packers, PMI, the community and he knows most of the fans in attendance had a good time. Mr. Webb said Mr. Wachter will give a recap of that event as well.

C. Late Communications.

Mr. Webb presented the August sales tax that will be discussed under the Director's Report. He also presented the income tax checkoff detail that was received after the agenda went out. A letter from Secretary Chandler was also handed out regarding discontinuing the income tax checkoff. Brick and tile sales numbers were also handed out for the month of July.

Mr. Antonneau asked if they will still be doing brick and tile sales after September. Mr. Webb said it will continue along with the license plates sales. Mr. Antonneau asked where that money goes. Mr. Webb stated the District's analysis and the funds flow chart shows the income tax checkoff, the first \$500,000 of ticket tax, brick and tile sales, and license plate sales flow into the 8257 Fund – therefore, the District would need to take less out of the escrow than budgeted for paying the O&M portion that is sales tax related. Therefore, the District will create additional excess sales tax.

Mr. Antonneau asked if that would go to economic development. Mr. Webb stated right now there is no designation for it. That is what the District is looking at as far as a clean-up language to get that money. He said the Stadium District was hoping to take care of this matter in one change in the legislation. Sen. Cowles said this is still possible. Mr. Webb stated they are working on the excess sales tax being created as the result of the time it takes the Department of Revenue to turn it off. Mr. Antonneau said they could create a friendly amendment and have the Senator take a look at it and the Representative could use. Sen. Cowles asked if they should pass a motion stating those dollars could go into the Stadium District's economic development fund. Mr. Antonneau said then the funds would go back to the community through the economic development fund. Mr. Webb said that there is still some concern on the Team's part about the first \$500,000 of ticket tax. The City also has some concerns and the District may need, at some point in time, to have a closed session to discuss the future of the Lease for negotiation purposes. Mr. Webb didn't want to go into a lot of detail and some of the negotiating items may come up. Mr. Antonneau said that the Board needs to weigh in on some of these issues. He feels next month a closed session should take place. Mr. Webb will work with Mr. Vande Castle and states this would deal with the other partners in the Lease. Chair Patteson said the timing would be good to understand what changes need to be made where they can be made and what the District's strategy is. Mr. Webb said the analysis states that the District's idea was to get this potential \$9 million back and not let it sit there and not use it. They could get it back to the taxpayers similar to the discussions being had on the current excess or some other use. They would then take it to the legislators for approval. Mr. Antonneau suggested Mr. Webb speak with the Chair and the Senator and try to prepare something that makes sense for the next meeting. Mr. Webb agreed and said they would evaluate whether they need a closed session or not.

Mr. Antonneau mentioned the events of the last couple weeks - the concert was a great event, the Packers Hall of Fame opening and the other things developing will be first class and turn out to be a huge boon for this community. He wanted to put that on the record that the Packers organization is doing things first class and has been a tremendous benefit for the community.

Mr. Webb mentioned that it would have been too hard to schedule a tour of the new development due to training camp. He will work with Mr. Popkey to get a tour at a later date. Mr. Popkey said they are pleased with the way the restaurant and hall of fame have worked out. He also mentioned they announced their next step is to renovate all the suites to give them operational windows. They are always trying to improve the experience for people coming to games and this is the next step. It will take place over the next two off seasons with some work taking place during the season. It will be detailed more at an upcoming meeting. It is a \$55 million project. The Titledown Development will be a continuation of the success Lambeau has been. They will get more interest in the area not only for visitors but for residents and future residents. Chair Patteson agreed there have been a lot of great news stories about the developments. Mr. Webb said they couldn't have included all the articles in the agenda. Mr. Popkey said it all goes back to the redevelopment in 2000 that put the Packers in a position which Mr. Harlan and Mr. Jones at the time said would put the Packers on good footing to be able to do better things in the future and it has played out that way.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO RECEIVE AND PLACE THE COMMUNICATIONS ON FILE. Vote taken. MOTION CARRIED UNANIMOUSLY.

7. REQUESTS FOR FUNDS – PRESENTATIONS

A. The Neville Public Museum Foundation, Inc.

Mr. Kuehl introduced the Director of the Museum Beth Lemke and the Foundation's Executive Director, Kasha Huntowski. Ms. Huntowski presented the "Life and Death at Fort Howard" exhibit. The exhibit will celebrate the 200<sup>th</sup> anniversary of Fort Howard in 2016. The exhibit and programs will run from April 2016 to April 2017. It will include archeology, public programming, and an internally created exhibit. Ms. Lemke stated the gallery space that will be used is the first floor gallery – the largest temporary space available at the museum. It is where the temporary Packers hall of fame was housed. It gave them the opportunity to see how the museum could be a stronger community partner and work with different organizations to make relevant content. The legend at the Fort Howard deals with the closeness to the actual geographic location. It is about the true personal stories of the people that were at the Fort coming and going and living off the landscape. There are some interesting primary sources such as a love triangle and a death story. It will include personal stories, real objects, as well as interactives all highlighting the place of encounters near the museum.

Ms. Huntowski said they hope to attract at least 36,000 visitors for this exhibit. It will increase tourism in the area and introduce the joys of learning to thousands of children. There is a great local program where all the schools come in for different curriculum on local history and this is a great way to expand on that locally. The only place that does that now is in Milwaukee. They are confident with their estimated numbers and economic impact numbers. They worked with the CVB and used the different Wisconsin tourism numbers supplied. Out of the 36,000 visitors – 10,929 would be day trippers; 8,151 overnight stays with an estimated economic impact of \$2.1 million of lodging and food. They ask for zip codes at the gate so they have really good records and will be able to provide good follow up reports regarding this exhibit. The packets distributed contained a grid that detailed this. They were lucky to get a Wisconsin Tourism grant the last three years. Therefore, they used some of that money to target and know what marketing works and in what areas. They will draw from the Chicago area people who go to Door County, the Upper Peninsula, and other Wisconsin destinations.

She stated they provided a budget for the exhibit and the full 2016 exhibit and programs. She also presented several letters of support. They also started presenting the museum as a place to come to have fun. She also presented the different ways they have been thanking their supporters.

Mr. Antonneau asked for clarification on how the JEM grants work. Ms. Lemke said in 2013 the museum applied for a one-of-a-kind exhibit and got funding and in 2014 they got funding for a bundle of exhibits. The most ideal circumstance in 2013 would



have been to have planned a temporary exhibit for three years and applied for a continuous 3-year plan funding like restaurant week did. This year the museum applied and will continue to apply and they are planning out to 2019. The JEM grant looks at demographics and where they should apply funding they were supporting. In 2014 a good portion of it went to social media. They have in-kind support from several different media outlets from print to television. They took that information and applied it to 2015 even though they didn't receive the JEM grant. Going forward in 2016 the marketing plan for the museum reflects the combination of those pieces.

Ms. Huntowski said the best piece of that was they already had a plan of where they thought the money was the best and they actually dictate where you put the money. They made the museum shy away from print and said they would give \$25,000 if \$10,000 of it is for social media. They could see that would be a more popular mechanism and the museum did have some great success with that.

Mr. Toll of the CVB explained the JEM grant stands for Joint Effort Marketing through the Department of Tourism. The area community in general is pretty aggressive at going after those grants. It was not a reflection of the exhibit that they were not granted the funding. It had more to do with the large amount of money that has been coming to Green Bay over the last few years. He thinks Heritage Hill and the Railroad Museum received some funding in addition to Restaurant Week. The state tries to spread that around so it had nothing to do with the exhibit.

Mr. Antonneau asked how the museum is partnering with Heritage Hill on the Fort Howard exhibit. Ms. Lemke said they are working with them because they do things differently. The Neville is a more traditional history, science and art museum. Heritage Hill has interpretation. Therefore, they will jointly look at what collections they each hold and how the Neville can display these. They will borrow pieces and work with the Heritage players to do performances and have cross promotion. The Neville might do programming at Heritage Hill as well. The Neville has an archeologist on staff and Heritage Hill doesn't so joint programming would be mutually beneficial and is engaging for the public.

Mr. Antonneau asked about the total budget for the programming next year. He asked if \$320,250 is the total and \$105,174 would be put towards the exhibit. Ms. Huntowski said they are asking for \$75,000 of the \$105,174. Mr. Antonneau asked about updated information regarding their numbers. Ms. Huntowski said they got \$5,000 from the Shanock Family Foundation which was listed as pending.

Mr. Webb asked if the County Executive in attendance had any comments. Mr. Streckenbach mentioned the museum has transformed to where they have a great partnership with the foundation and the new directors' direction. They are excited to see the things they are bringing forward.

Ms. Jensen commented on the thoroughness of the information they provided.

Chair Patteson asked for an explanation of the relationship between Brown County and the Neville Public Museum. Ms. Lemke said that neither could exist without one another. It is a private public partnership. They receive taxpayers moneys and the

collection is the County's. The foundation fundraises for the exhibition program and the public program and education program. That helps the museum have the temporary exhibits going year round while the County helps with operating costs of the building as well as staffing. Nine positions are county funded and three are foundation funded.

Chair Patteson asked who would be developing the exhibits for this program. She wondered if any outside consultants would be used. Ms. Lemke said they have an amazing team at the Neville. She said they have the ability to design internally. The Deputy Director has a creative and a design background. The Curator has the content expertise. A media technician does the web and the social network design work. So in this particular case because of its local history origin they can do this in house. Some of the printing of the large format graphics is sourced to local business. Most of it is done in house. Some other exhibits that are part of 2016 would contain rented or borrowed items. This particular space will be created by the staff. Ms. Huntowski said the exciting part of using the internal content is to put it into perspective. The foundation spent \$105,000 renting a current exhibit from someone else for three months. So for this exhibit it will be an exhibit for an entire year for the same amount of money. Ms. Lemke said they are also collecting survey data and watching web traffic and social media traffic. They said Brown County and local history is in the top five categories of the membership base. They know this is something the community wants to see and support. Chair Patteson asked if this ties into the 100<sup>th</sup> year anniversary. Ms. Lemke said it is an ongoing effort. They approached 2015 as the start of a celebration and recognizing the past and the amazing collection and going forward. Ultimately the goal for the museum is to work towards 2018 which is Brown County's 200<sup>th</sup> anniversary and making sure they are creating relevant experience based subject matters and programming exhibits building that local history and being the best regional museum in Wisconsin.

Mr. Lamine said it was a nice coincidence to have the 100<sup>th</sup> and 200<sup>th</sup> anniversaries in the same year. He said the newsletters and updates about the activities going on in the museum are constantly impressing him. He said the year budget is \$320,250 and they list an impressive list of advertising partners or sponsors and it looks like they are in-kind. Ms. Lemke said not all are in kind but in some cases there are trade agreements and there are some financial. Mr. Lamine also mentioned it is great to see sponsorship from two competing medias. It points to the significance of the facility.

Mr. Golonski asked if UWGB, St. Norbert's, and NWTC are contributing in the project at all. Ms. Lemke said they have relationships with them and interns from UWGB and St. Norbert's work behind the scenes. It is their objective to grow their relationship with NWTC and the three colleges even more. NWTC might be helping out with some of the exhibit design pieces as well as an area high school that will create a canoe for the exhibit. They do try to reach out to different entities.

Chair Patteson said that they already commented that the sponsorships the museum typically gives might need to be adjusted because the Stadium District is a public entity.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY SEN COWLES TO APPROVE \$60,000 FOR THE LIFE AND DEATH AT FORT HOWARD EXHIBIT AND PROGRAMS WITH \$30,000 TO BE RELEASED IMMEDIATELY FOR SEED MONEY. AFTER THEY HAVE RAISED THE OTHER \$60,000 TO COMPLETE THE EXHIBIT, THE STADIUM DISTRICT WOULD THEN RELEASE THE OTHER \$30,000 AFTER THE FIRST OF THE YEAR. AT THE CONCLUSION OF THE EXHIBIT THEY WOULD LIKE THE GROUP TO REPORT BACK REGARDING THE ECONOMIC IMPACT IT HAD AND WHETHER THE BENCHMARKS WERE MET.

Sen. Cowles asked about the other \$60,000 they would raise before we gave another \$30,000. That would bring the total amount to \$120,000. Mr. Antonneau said he didn't know the exact amount but if the whole exhibit budget is \$320,000 he wanted to make sure it was enough. Sen. Cowles then asked if any \$60,000 would apply to this. Mr. Antonneau agreed. Mr. Lamine asked if they mean to have two injections of \$30,000 or one of \$30,000 and another \$60,000. Mr. Antonneau said it would be \$30,000 twice for a total of \$60,000.

Chair Patteson clarified that the Museum's request was \$75,000 out of \$105,000. Their total programming was \$320,250. It seems they are asking for funds for the \$105,000 budgeted for the exhibit. Therefore, the Stadium District would be giving \$60,000 of the \$75,000 requested. She asked if the staff had any comments regarding the guidelines. Mr. Webb said this request meets all the guidelines except for the point Mr. Antonneau and Mr. Lamine made as far as the amount contributed to this particular program and to the whole budget. Mr. Webb stated guidelines are guidelines but he wanted to make sure they met the intent of this resolution and he would ask they come back to the January board meeting to request the other \$30,000. Mr. Kuehl said the guidelines put the maximum amount given at \$50,000 but these are benchmarks not rigid standards. Mr. Webb said he would give the \$30,000 almost immediately and ask the museum for an update on their exhibit funding in January and then decide to release or not release the additional \$30,000. Chair Patteson asked if he wanted it to come back to the Board to have them consider it. The motion from Mr. Antonneau stated that if they raise another \$60,000 the Stadium District would automatically give them the additional \$30,000. Mr. Antonneau said it didn't have to come back to the Board he just wanted them to come back to the staff to verify they will be constructing the exhibit and it will happen. Mr. Webb said the timing would be such that this could be done. Chair Patteson asked if Mr. Antonneau would be giving them the \$15,000 less than what they requested because of the Board's guidelines. Mr. Antonneau agreed. He didn't want to do the full amount because his past thoughts were always to do half or so and then make them reach to get the other half. It seems to meeting all the other criteria.

Mr. Golomski asked if the Neville has access to other museums' patrons and contributors. Ms. Huntowski said when it comes to fundraising a lot of people like to stay anonymous. They luckily got some information from the Wisconsin Historical Society which was helpful. Mr. Golomski asked about marketing strategies. Ms. Lemke said that she is in contact with colleagues almost weekly regarding their strategies. She reached out the Milwaukee Public Museum regarding their Streets of Old Milwaukee exhibit and the remodeling of that exhibit. She was also on the

Wisconsin Federation of Museums' Board for 10 years and knows many museum folks.

Chair Patteson asked for more clarification regarding the motion. She said they already have \$50,000 from the Kress Foundation, plus an additional \$5,000 from the Shanock Family Foundation. Mr. Antonneau said it would be for the full exhibit of Life and Death at Fort Howard exhibit and programs. Chair Patteson said if the Kress Foundation and Shanock apply their contribution towards the exhibit then would the Neville only need to raise another \$5,000 to qualify for the \$60,000 requirement. Mr. Antonneau said his intent would be to make sure this exhibit is developed and built. He doesn't know where the Kress Foundation designated their contribution. The Stadium District will be giving the museum \$30,000 for this exhibit and when they raise the rest of the money for this exhibit and report back to staff and document they have the money, then after the first of the year the District can release the other \$30,000. Chair Patteson mentioned that the total would add up to \$120,000. Mr. Webb explained that the museum already has \$55,000 for all their exhibits. Mr. Antonneau's motion would be to give another \$30,000 specifically for this exhibit. They would have to raise another \$60,000 for this exhibit and the other ones and then the District would release the other \$30,000. Chair Patteson said the other \$60,000 would go to this exhibit and the general exhibit. Mr. Webb said that when they raise enough money to satisfy the Board, the District will release the other \$30,000. Ultimately they will have to raise the \$320,250 to have the exhibits in 2016. This would be protection that they work hard to get the other ones. Mr. Webb suggested they come back with all the fundraising they do between now and January and evaluate it and make the determination at that time to release the other \$30,000. Chair Patteson thought it would be better to say if they raise another \$45,000 for this exhibit then the Stadium District would finish funding it. Mr. Antonneau agreed but also wants them to go beyond that and start raising money for the rest of it. He wants them to have the money for this project before they release the other \$30,000 then raise more for the other stuff. Chair Patteson wanted to make sure she understood that because there was a lot of different ways to do the math.

Therefore, the point of the motion pending is that before the Stadium District releases the final \$30,000 they want to see this exhibit fully funded plus they would like to see some additional funds toward the other programming. Mr. Antonneau agreed.

The motion called for approval of \$30,000 to be given now for the Life and Death at Fort Howard exhibit and then provide another \$30,000 after January 1, 2016 assuming the remaining funds have been raised for the Life and Death at Fort Howard exhibit and at least another \$15,000 has been generated for the additional funding.

Ms. Jensen asked what would happen if the museum doesn't meet the criteria. Mr. Antonneau said they wouldn't get another penny if they don't meet the criteria. Chair Patteson said they would be able to come back to make a second request but under this motion they would not receive more funding. Mr. Antonneau agreed. He also thanked the museum and the District staff for getting this information to the Board early.

VOTE TAKEN. MOTION PASSED UNANIMOUSLY.

B. The Children's Museum

Mr. Webb said Mr. Cumicek and Ms. Burnett were back to present more information to the Board regarding their request for funding made in June.

Mr. Cumicek said they appreciate the Board asking them back. The initial request was for the Children's Museums exhibits. He provided additional information regarding the capital campaign.

Ms. Burnett highlighted some things for the Board. She said SC Paper gave them \$25,000 for the American Girl event to be held at the Tundra Lodge. They are giving that in kind. Typically you pay about \$10,000 to hold an event at a facility in Green Bay and for them to underwrite the cost of that and make it a weekend American Girl experience is really a big deal. They are really excited about that and they were also granted \$7,500 from the Community Foundation to continue education outreach in partnership with the Einstein Project and the Boys and Girls Club that reaches low income at risk children.

Mr. Cumicek provided a breakdown of the overall capital campaign. They will kick it off at the end of the year for a total of \$3.5 million. He broke down the sources and uses. The first area on the uses side is the exhibit needs which would match what they previously provided. Approximately \$500,000 worth of exhibits is what they are looking at. They look at short term and long term exhibit improvements. The goal is to keep it fresh and keep the community coming back to for more. Since opening they have done multiple short term exhibit changes. The long term exhibits are changed out every two to three years. The Wind and Air exhibit presented last time and the Factory exhibit are two big ticket items at \$250,000 and \$175,000. They also have \$50,000 budgeted for the Under Construction and Fire Station area which is there now but something they will make changes to. Also an additional \$25,000 for miscellaneous gets you to the \$500,000. Additionally, they are looking at the Watermark Project and purchasing the facility. They lease the building for \$16,000 and could purchase for \$6,000 a month which would be huge savings. Unfortunately they can't buy the building right now. Building Purchase/Rent is budgeted for two more years. The new owners have been good to work with. Additionally, they have debt retirement of about \$975,000. Their current lender is Calumet County Bank -- the same bank that orchestrated the initial financing for the Watermark Project Group. They are out of that altogether with the new group. They would prefer to be out of this 100%. They are in the process of working with another lending source -- a group called IFF out of Chicago. They do not-for-profit and nonprofit financing with better terms and rates. They can look at some potential for no payments until the capital campaign is completed or they'll kick in at certain parameters. The debt retirement number is \$975,000. Calumet County Bank will potentially take less than that but they are still working on it so they incorporated the full dollar amount. Their goal is to be out of the Green Bay project altogether. The museum brings in \$500,000 revenue a year -- a shortfall of about \$75,000 from a cashflow standpoint per year. It looks larger with depreciation. They are looking at ways to fill that shortfall. The biggest area to do that is in the special events and fundraising. Therefore, the American Girl event is big. It will be an annual event and will bring in about \$75,000 a year. They have three annual events now and they will drop one event that hasn't worked to be

replaced with the American Girl event. They have a golf outing that brings in some money. They also have a food event in the fall. It will bring in about \$50,000. How to close that gap is to drive those events.

Ms. Burnett said that 65% of their revenue comes from membership and admissions. That is really high. The reality is the fundraising has to be a good piece of that. But that tells you what the museum means to the community.

Mr. Cumicek said the operating/endowment has \$445,000 – about 6 years' worth of the \$75,000 shortfall. Hopefully it doesn't go towards operating but goes towards endowment as they bring in different events that help fill that gap.

He also presented their goal to have about \$1 million secured before actually kicking off the full capital campaign at the end of this year.

The sources list the pledges they have gotten so far. They have a pledge of \$100,000. They are working with Georgia Pacific Corporate not locally for \$150,000. They are meeting with them and they are actively involved in the factory exhibit. They have opened up their staff to help with the exhibit as well. There is a large matching funds request out to a potential donor in the community and they are working on that yet. They haven't given in the past but are well known in the community. The remaining capital campaign funds target is \$2.6 million. The WPS foundation will be approached in early-October. They are also working with Gulfstream out of Appleton. They worked with the Children's Museum in Appleton and they can't specifically give dollars because of what they do with Appleton. Mr. Antonneau said that didn't make sense because they have customers in Green Bay too. Mr. Antonneau said he likes what they are doing though. Ms. Burnett is still allowing their staff to work with the Children's Museum for the flight simulator. They applied for a \$15,000 grant with them and will meet with them in October. She will keep at them. Mr. Cumicek said they provided them access to their vendors so some additional dollars could potentially come in through them. They are trying to do a lot behind the scenes because their goal is to have \$1 million committed beforehand.

Mr. Golomsk asked if a family could rent the museum for parties or events. Ms. Burnett said they do this but it is a minimal revenue stream. She said they offer birthday parties for 20 people for \$100.

Mr. Cumicek said there were some engineering issues with the building from their perspective. They have party rooms under the parking ramp and the ceiling creaks when cars drive in the ramp. That has limited what kind of events they can have at the museum. Hagemeister added a dropped ceiling to alleviate some of that noise.

Ms. Burnett met with Kidxhibits out of Eau Claire and Pacific Studio for pieces of this exhibit. They will work with Cividas and Wild Blue locally to create a technology piece. Mr. Cumicek said they try to do as much as they can locally but there are some exhibit makers out of the market that they have to use. Ms. Burnett said they use Showcase Kitchens and WPI locally.

Mr. Zimmerman asked about the building purchase and rent breakdown. Mr. Cumicek said the current purchase price is \$1,280,000 -- \$300,000 in accrued rent fees. With that said they will try to negotiate the purchase price down. The City will be taking over the ramp and there are some positive changes taking place.

Mr. Antonneau said he asked about where the visitors were from. Mr. Kuehl had a zip code report and tried to consolidate it. He stated the Brown County zip codes had 93,379 visitors from the inception; grand total all visitors was 252,339. About 37% of the total are from Brown County. However, there are 60,000 anonymous and 5,190 were outside of Wisconsin.

Mr. Antonneau feels the exhibits will bump up the numbers even more. Mr. Cumicek agreed. Mr. Webb stated that he reviewed the information and said this fundraising is critical to the future of the Children's Museum. The audit clearly shows they need to do this. He mentioned he was in a similar situation on the Board of the Meyer Theatre with two massive fundraisers over the last 7-8 years. They need this to stay in existence without any steady stream of funding. He is glad they are making this effort and wishes them the best of luck. He feels they are an important part of downtown. They will need more to maintain the building once they purchase it. These issues are important and they need to raise the funds. Mr. Cumicek agreed. Ms. Burnett said they don't have to buy the building, they choose to buy it. They need to get \$150,000 a year in fundraising.

Chair Patteson asked if someone could walk her through the financial statements. The audit was from 2013 and she asked if they are similar to 2014. Mr. Cumicek said they don't have the 2014 audit yet. It is in process. It would be very similar year to year. They are about \$500,000 from a revenue standpoint per year. 2013 was a bit over – 2014 was a bit under. Operationally they are between a negative \$65,000 – \$75,000 a year. Chair Patteson asked about the revenue from assets that were restricted. Mr. Cumicek said those were donations that came in that specific year. Chair Patteson said in 2013 they had a loss of \$181,000 and he said about \$75,000 of that is depreciation. Mr. Cumicek said it was about \$86,000 in 2013. Additionally, they look at operational cash flow so they don't include the debt service and rent. Then you are getting to the \$75,000. Mr. Webb agreed and added the next page refers to the changes in cash. The rent and debt service and actual cash going out is about \$180,000. They absolutely need the whole \$3.5 million in order to be able to cash flow.

Mr. Cumicek said they met with Mayor Schmitt and will meet again to get some additional funds from the City. They gave \$250,000 in the initial capital campaign in terms of a loan that they don't have to pay back unless they move outside the city limits. There are some potential dollars on the table with the City going forward. If you look at this museum compared to other cities' children's museums, the buildings are typically owned by the city. Mr. Webb said the Neville Museum gets their building and operating costs from the County. Chair Patteson said that is a good point. Mr. Antonneau said the Neville Museum shouldn't matter in this. Ms. Jensen asked if they would purchase the building and they go out of business who would get the building. Would it have to go to another non-profit. Ms. Burnett said that it is an asset and it would go to any kind of debt reduction. Mr. Cumicek said if they don't have

debt then it is a good question and he would find the answer. Ms. Burnett said that if the museum owned the building, the museum wouldn't go out of business.

Chair Patteson looked at the last motion of the Board as having some now and some later seems to be a track record. She feels that would be appropriate here. That would possibly help some other donors commit if they feel these additional funds would come on the heels of their donations.

Ms. Burnett said unlike the Neville, they have to pay people to create things externally and they have to start soon. Unfortunately they all require money up front to do things which gives them additional incentive to raise this money sooner than later. Chair Patteson asked what are the types of requirements they are looking at to start to hire people. Ms. Burnett said this exhibit will cost \$250,000 and they will look at about \$50,000 to get people started. With installation in September 2017 they need to act.

Chair Patteson asked if they are farther ahead on planning for the wind air exhibit than the factory exhibit. Ms. Burnett said they are equal. She is meeting every other week to get both of them moving. Chair Patteson asked about startup expenses for the factory exhibit. Ms. Burnett said it would be bid on soon. Three months from now they would need \$25,000 for development. The most expensive part of that exhibit will be the technology.

Mr. Antonneau said they have provided a lot of good information and they are being fairly aggressive with this.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY SEN. COWLES TO APPROVE \$75,000 FOR THE CHILDREN'S MUSEUM OF GREEN BAY WITH \$40,000 TO BE RELEASED IMMEDIATELY FOR EXHIBIT DISPLAY AND SEED MONEY. THE REMAINING \$35,000 WILL BE AVAILABLE WHEN THEY RAISE THE REST OF THE FUNDS FOR THE WIND AND AIR OR FACTORY EXHIBIT.

Mr. Antonneau asked that they bring back information to the Board regarding any economic development factors.

Mr. Webb said they could give \$40,000 right away and then evaluate their fundraising in January or February of next year to see if they could close the gap on either one of the existing exhibits so that would get completed. They would not be putting money into something that wouldn't get done. He said they could evaluate their fundraising in January or February and make sure the additional funds of \$30,000 would make the exhibit whole.

Chair Patteson asked if they wanted to specify an exhibit right now. Mr. Webb felt comfortable to evaluate both exhibits to see how the funding is stacking up. Mr. Antonneau said he would hate to tie their hands. Mr. Lamine feels it would help to keep it open to either one to have more options. Mr. Cumicek agreed and said they could update the District at the end of January or February.

VOTE TAKEN. MOTION PASSED UNANIMOUSLY.



C. CVB – WAMO Pool 2017

Mr. Webb said the \$5,000 request for the WAMO event would be a good bet to approve as they have had the event here before and it was worth the money.

Mr. Toll wanted to update the Board about the Dock Dogs event. The Board pledged \$10,000 for that group which was a regional event. Cabela's was taking the lead on that event. However, the CVB didn't realize that they agreed with Dock Dogs to do more of a statewide event rather than regional. Therefore, they will refund the \$10,000 to the District. The CVB will cover the \$4,500 funding for the event. Mr. Toll said they are still trying to get the world event and hold it at the Resch Center.

Sen. Cowles asked if the WAMO event would conflict with other events. On the form it is marked satisfactory and needs. Ms. Ropson said it should be shown as no conflict at all. Last year the WIAA girls basketball event was held at the same time – but this year it is a different weekend and it would be satisfactory. Mr. Toll said that it actually went fine having both events in the complex. PMI agreed there were no problems.

A MOTION WAS MADE BY SEN COWLES AND SECONDED BY CHUCK LAMINE TO APPROVE THE \$5,000 FUNDING REQUEST FOR WAMO. Vote taken. MOTION CARRIED UNANIMOUSLY.

8. CLOSED SESSION – NOT NECESSARY

9. RETURN TO OPEN SESSION – NOT NECESSARY

Out of Agenda order ....

Mr. Webb requested that the post event analysis on the soccer event under Director's Report be moved up in the agenda so the CVB could present that before they leave. As well as the report from Mr. Wachter and PMI regarding the Chesney Concert and their organization structure.

Mr. Toll reported that the US Youth Soccer event came in the way they expected it would. They projected around 9,000 rooms and the event went very well. They were concerned with the concert being Saturday night but there were no major complaints. They wouldn't panic in the future if there was a concert scheduled during a soccer weekend. Ms. Ropson agreed and said the only people that complained were the wedding groups that couldn't find rooms.

Mr. Antonneau asked if there was anything new on adding to the existing soccer complex because Bellevue canceled their complex. Mr. Toll wasn't aware of any new fields being developed. This event was unique in that it was 14 states and 214 teams. Even if they have the number of soccer fields required there was no way they could be housed in Green Bay. There were teams staying in Shawano and Manitowoc and even Fond du Lac. They would have seen some of that even without the concert. The next opportunity to bid for this event will be 2020/21. The event rotates around the Midwest.

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Mr. Wachter presented a check for approximately \$260,000 for the ticket tax. The parking revenue will come next week with over \$300,000 in total. Chair Patteson said it is nice to know it worked out especially with the concerns that it was a repeat performer and is glad it was a financial success.

Mr. Wachter said they were nervous but he feels they overthink things some time. This was one of Chesney's highest grossing concerts of his tour of the summer - higher than San Francisco and Seattle. Taylor Swift and the Rolling Stones were probably a little higher. The building looked fantastic. It was an electric atmosphere. Mr. Chesney was on the XM country radio and said in an interview that his favorite stop this summer was Lambeau Field. It was good for all the participants. It was good for the community, the District, PMI, and the Packers. The report from Ticketmaster on zip codes reported 8,500 names – the first 2,000 names had over 38 states and some in Canada and numerous countries.

He said the-field looks good. The Packers were great to deal with. The housing issue was minor. They started setting up on Monday with 50 people in from Michigan, Minnesota and Wisconsin. They were put in dorms and camped at the fairgrounds and there were hotels for others with– no issue from PMI's end.

Chair Patteson said overall it was a great event. Now after two events at Lambeau have they learned things to help events be more successful. Would they do anything differently. Mr. Wachter said this is a great country music market but feels they could bring in something besides country and sell tickets. They actually did some things differently with pricing this time. They had more seats in the sandbar but lowered other ticket prices so the average price was about the same. They had 3,400 tickets at \$250 and sold every one of them. It wasn't an issue. They learned things from the operational end. He feels it was easier for the facilities group this time. They had the exact same crew for this show as in 2011 so that helped. They did some additional things to protect the field. The terra trac was picked up every night at 9:00 p.m. and put back in at 4:00 in the morning. Overall they learned a lot of things. Marketing was easier this time. It was all a bit easier for everyone.

Chair Patteson asked what Mr. Wachter thought the likelihood was of having another concert here. Mr. Wachter said that there is interest when you have this kind of success. There are more and more people playing stadiums. Timeframe is an issue – the concert has to be in June. Some of the mechanics of taking care of the field won't scare anyone away. The issue of the field covering is just an expense. It really is the vendor's decision. His indication is they are not against doing things like this they just have to be in a certain timeframe.

Sen. Cowles asked how much leadtime they would need for a concert. Mr. Wachter said the tickets went on sale for this show in November. Usually people contact you in the summer if you have someone going out next year. He thinks Chesney is going out next year but wouldn't come back here again. The Rolling Stones didn't decide until March to play stadiums.

Mr. Webb said that the Team decided with the construction in the suites and the LSU football game in September they would opt not to have another concert in 2016. Mr. Popkey agreed and said with the football game Labor Day Weekend next year and the construction they would opt out. They would like to see one major event a year in the bowl.

Chair Patteson asked if the construction in the suites would interfere with events in the bowl. Mr. Popkey said it would depend but the big event in the bowl for 2016 would be the LSU game.

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Mr. Wachter said that opening up the suites would increase capacity. One of the negatives to the stadium is there are great seats behind glass. It doesn't affect the sound but it will open up capacity and more opportunities to have suites that open. There were only seats sold in two or three suites for this concert.

Sen. Cowles asked about his partnership with Messina. Mr. Wachter explained he handles the Chesney tour and three or four other acts. He is a promoter out of Texas. Mr. Webb stated that the District talked about when Mr. Wachter partnered with Messina as a precaution so the District's money was no longer at risk.

Mr. Lamine stated that recognizing the risks, limited markets, and other concerns, would you consider using the stage back to back. Mr. Wachter said it is in the realm of possibilities and it is a question for the venue. It is done in Wrigley Field, Fenway Park and New England all the time. It makes it cheaper for the acts to do the show. In this market, he is concerned about getting two large grosses two nights in a row. You would need a rock and roll one night and a country act the next. One Direction could play one night and Kenny Chesney the next and it wouldn't be the same crowd. Mr. Webb said the Stones had a mysterious concert that turned out to be Summerfest. There was some speculation that they would come to Lambeau because the stage was set up. Mr. Wachter said he never got a call. The event was very successful however. He acknowledged it is difficult for the Team to have a group of people come to the venue and run around for a week and they are not your staff.

Mr. Lamine mentioned that he saw the concert setup the day before and said it was incredibly impressive. It was also interesting to see the level of protection of the turf with the corrugated plastic on the field. Mr. Wachter said the chairs and field cover is off the field within an hour and a half of the show being over. Mr. Antonneau mentioned the success of the area businesses because of the concert. Mr. Wachter agreed. He mentioned the new meat market down Oneida Street had business from some of the acts as well.

Sen. Cowles asked Mr. Wachter about the ownership of PMI. Mr. Wachter said the PMI doesn't have an owner. They are set up in the same fashion as the Packers. It was set up this way in 1987. They are a for-profit non stock company. He reports to a Board of Directors who are seven local businessmen. They are an event and venue management company. They manage the arena, Shopko Hall, Resch Center, Meyer Theatre and they bring events like Chesney and next year they will have Tall Ships. They also own the Green Bay Gamblers. If something would happen to PMI the assets would be sold and they would go into their foundation and be distributed to local charities. The board is paid a fee but nobody owns the company just like nobody owns the Packers. Before PMI, Bill Brault and John Vandennynellenberg started the CVB in the 1960's. In 1976 they made the proposal to the county to take over the Brown County Arena which was losing money every year. After running it for a time they realized they couldn't take risks because they were funded with hotel tax. They then started PMI as a separate entity to take that risk. The rumor used to be they didn't pay tax. They do pay tax and they are for-profit company. The board wants PMI to make money. He tells people they are sort of like a quasi non-profit for-profit company. They will say that if it is good for the community go do it and try not to lose any money. Mr. Wachter doesn't have to go to the County Board to say they want to risk \$1 million and bring in Jon Bonjovi. He can't imagine having that conversation. If they make money the profit goes back into the venues they run. Since 2002, PMI has invested over \$4 million in capital improvements to the Brown County Arena, Shopko Hall, and the Resch Center (primarily the Resch Center). They have a bonus plan for their employees based on them making money. So much money a year goes into their foundation. Last year they put \$50,000

or \$75,000 into the foundation. One of the issues they had was the scoreboard and they brought that to this Board. They are investing \$400,000 in the new scoreboard which will be operable by September 26. This is a unique company like the Packers. They are both community based organizations with active Boards of local businessmen/women. He gave an example of the CVB and a group downtown decided to bring in Tall Ships. They lost \$60,000 and two years later the same group came to PMI to ask them to take the risk. The Board told them they would and it was a great event. The last two times the event came to Green Bay PMI was the one taking the risk. They still work with the CVB They work with the CVB to bring in WAMO Pool, Tall Ships, Jehovah Witnesses, etc. but they are the risk takers.

He said there have been a lot of misconceptions about PMI and he still hears them occasionally. Sen. Cowles thanked him for his presentation. He reiterated that PMI's goal is to keep the buildings busy, to bring people here to the area, and if they can find additional events outside the complex they will do it; i.e. Leicht at Night on Thursdays downtown. They bring in the local bands and offer a free concert. They would love to do more there and other venues if they can.

Chair Patteson added that she was on the Meyer Theatre Board and they had the Weidner Center managing the facility and they were losing a lot of money. They switched to PMI and they were astonished that they could get some cashflow. They put in events that would pay for the operations of the facility. She doesn't know if that has been completely well recognized. She said hardly any smaller theaters around the country cash flow but the Meyer does. She thinks PMI has the knack for figuring out what people actually want. Weidner Center was putting in things they thought people should want. Mr. Wachter agreed and said the Meyer has been one of their real success stories especially with the new space. Traditionally even arenas don't make money and other businesses help supplement that. They still do a lot of work with the Packers on game day, they have the hockey team, the Meyer Theater, and they always believed they control their ancilliary revenue stream. They run their own food and beverage, they do all their sales and marketing in house, with 53 full-time employees. They believe they should keep those revenues in house and if you lose on the show you might make it in parking or something else.

Mr. Antonneau said he wants both PMI and the Packers to be successful. He feels it serves the community well when they are both successful.

The group took a short break at 5:42 p.m. – Meeting resumed at 5:48

#### 10. JUNE AND JULY 2015 FINANCIAL REPORTS

Mr. Webb said there was nothing new in the reports. Sales tax looks under budget but he is not recording it as a revenue anymore and showing it as a liability. There were no other questions regarding the financials. Mr. Antonneau thanked Mr. Webb for sending the information to Rep. Steffen.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO APPROVE THE JUNE AND JULY 2015 FINANCIAL REPORTS. Vote taken. MOTION CARRIED UNANIMOUSLY.

#### 11. 2014 AUDIT

Mr. Webb mentioned the income statement in the audit had a number called change in market value. The District was a negative last year. This is the relationship between what the District bought the securities at and what the market rate is. In 2013, they were a negative \$2.5 million. In 2014, they are plus \$4.0 million. This tells you the interest rates continue to go down on US Treasuries. He feels they will not go down much more. He reported that in ten years from now that will be a huge negative number because interest rates will obviously not be at zero at that time. The District bought these at 2 and 3 percent and in 2031 they will be in the negative. None of it really matters if you hold it to maturity which is what the District needs to do in order to fund the O&M requirement. He didn't want the next guy in this job to have to explain to people why this is a huge negative in 5 – 6 years from now.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY KEN GOLOMSKI TO APPROVE THE 2014 AUDIT AND DECEMBER 2014 FINANCIALS. Vote taken. MOTION CARRIED UNANIMOUSLY.

## 12. DIRECTOR'S REPORT

Mr. Webb reported the construction tour summary was included. They toured the restaurant and Hall of Fame slightly before the opening. Most people have seen all or part of both of the facilities. They are great and he feels the Packers did a top-notch job. The District and Team are lucky that they went through all this construction so far without an accident. He reported that there was a death at the construction site in Minneapolis today. The Board agreed.

Mr. Antonneau asked Mr. Popkey if this project was done on time, on schedule, with no work stoppages. Mr. Popkey agreed. He said Miron, the main contractor, is proud of that and they have that on some of their signage outside. Chair Patteson said that can't be taken for granted – especially in light of what happened at Miller Park.

Mr. Webb reported on sales tax for July and August (which was handed out). August was down \$443,000 which wiped out the increase for the year. The numbers are down 2% for the year – Miller Park is up 1%. He said these monthly numbers are up and down. Mr. Antonneau asked when the Miller Park sales tax was supposed to end. Mr. Webb said they didn't know for sure but it should be 2017 and 2018. The issue there is that they do not have a clearly defined total amount that they have to raise. It is an open ended liability for maintenance of the stadium. Mr. Antonneau asked who is liable for the maintenance. Mr. Webb said Miller Park has an obligation to do a certain part of the maintenance and they are going to have to figure out when they have enough based on their best projections. It is more open ended. There are also some capital requirements. When the language for the Stadium District was written they made it much clearer.

Mr. Webb reported that excess sales tax is at \$9 million. At the end of August it will be over \$11 million.

Mr. Webb presented the Special Revenue Fund and Expense Fund balances. They have \$71.9 million in the 8257 Fund put away for escrow. There is \$5 million in the Operations and Maintenance Fund. There is \$1.9 million in the Economic Development Fund but there is another schedule that breaks that down to show it is about \$1.3 million that is not encumbered at this point in time. Sen. Cowles asked if that included the check they just got from PMI. Mr. Webb said it didn't.

## STADIUM DISTRICT MINUTES

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Mr. Webb reported the Packers plate revenue was about \$412,000 and he budgeted about \$400,000. The excess administrative fees were \$292,000. The Department of Revenue income tax checkoff was \$32,000. He handed out a letter with the breakdown on it. They took some administrative fees. A letter was also received from Secretary Chandler stating the program will be ending. He presented the graph showing the history of these different revenues. You can see they started with \$226,000 for income tax checkoff and got down to \$24,000 last year. This will be the last administrative fees amount that is this high as well because it is based on a percentage of what we collect. License plates have been consistent at \$400,000. Sen. Cowles asked if that is one of the items they need to decide where it goes. Mr. Webb said they will always be excess sales tax. These revenues according to the statute and lease go into the operations and maintenance fund first before the sales tax and the interest. He will put the flow of funds chart back on the agenda next month.

The District user fee is currently at almost \$14 million which is used to fund capital improvements in the future. Mr. Webb mentioned the Packers will be requesting some of it for a large underground storm water storage facility.

He discussed detail of special events and economic development fund. They will pick up about \$300,000 from the Chesney concert and as soon as he gets some pricing on the Badgers tickets he will take a shot at that but it will probably be about \$600,000-\$800,000 in ticket tax.

Mr. Webb said the only future event is the LSU game. Post event reports were given and the Chesney concert was discussed earlier in the meeting.

There was no update on the future of the Stadium District other than there have been some preliminary discussions with the City of Green Bay and they will continue to work with them. The Team has also discussed a lease extension now that they have some more investments and some of the assets extend beyond the current lease agreement. Sen. Cowles asked if they were talking about changing the Stadium District's \$90 million fund. Mr. Webb said they can't because it was statutorily set.

Mr. Webb reported the Stadium District had the kickoff meeting with Sigma for maintenance monitoring. They will do a review and will present to the Board in October.

Mr. Webb reported that the Municipal Property Insurance Pool is up and operating for counties and cities. The city of Green Bay buys insurance and the team reimburses them. The city is doing due diligence to determine what is the best route to go at this time.

The Independent Monitor's Report was discussed. Mr. Webb said that the Stadium District has met its goals and continues to have a mentor-protégé program and contract with NWTC. These are two things you would do if you weren't meeting your goals but the key point is they haven't included some of the professional services in the report which might skew the numbers a bit. But the District feels it was also important to look at doing things with Brown County and state employers. They will continue to monitor that.

Mr. Webb reported that brick and tile sales continue to outpace what was budgeted. The sales are at budget through seven months. It has been another good year for bricks. The budget was \$30,000 and these August numbers will put us right there. Mr. Antonneau asked if the sales would go through the roof when the Packers win the Super Bowl in San Francisco. Mr.

## STADIUM DISTRICT MINUTES

August 26, 2015

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Webb said that would help a lot. The shareholder's meeting raffle winner was drawn. The winner was Eric Gillette from Antigo, WI.

Mr. Webb presented the future meeting dates. The election of officers will take place at the September meeting. Mr. Antoneau asked why the annual meeting was held in September. Mr. Vande Castle said it had something to do with when the Board started. Mr. Webb mentioned that some of the meetings could be held off site at the Children's Museum or Meyer Theater. Mr. Antonneau thought that was a nice idea. Chair Patteson, Ms. Jensen, and Mr. Lamine agreed.

Mr. Antonneau had a request of the Executive Director. He's heard groups and people bring this up and it was brought up back in 2004 when he was still on the County Board. He would like staff to broach this topic with the Village President, the Packers organization, and the County Executive about the safety issue on the streets surrounding Lambeau. He thought they need to look at an overhead pedestrian bridge or a tunnel under the road rather than shutting down streets. He wants to have a discussion with officials regarding Oneida Street and Ridge Road. It will now be a year round issue not just game days. Chair Patteson said those are interesting points. Mr. Webb said he could talk to the people involved and it is a long process. He said there has been talk of it before.

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO APPROVE THE DIRECTOR'S REPORT. A vote was taken. MOTION PASSED UNANIMOUSLY.

### 13. MOTION TO ADJOURN

A MOTION WAS MADE BY RON ANTONNEAU AND SECONDED BY MARGARET JENSEN TO ADJOURN THE MEETING AT APPROXIMATELY 6:15 P.M. A vote was taken. MOTION CARRIED UNANIMOUSLY.

Respectfully submitted,

Diane Roskom

Administrative Specialist

# **PUBLIC SAFETY COMMUNICATIONS ADVISORY BOARD**



Chief Eric Dunning – Ashwaubenon PubSaf  
Chief Ron Towns – Denmark PD  
Chief David Litton – Green Bay Metro FD  
Chief Kurt Minten – Lawrence FD  
Chief Tom Kajawa – UW-Green Bay PD

Sheriff John Gossage – BC Sheriff  
Chief Jeff Roemer – DePere Fire/Rescue  
Chief Tom Molitor – Green Bay PD  
Chief Rich Vanboxtel – Oneida PD  
Chief Perry Kingsbury – Wrightstown PD

Director Larry Ullmer – County Rescue  
Chief Derek Beiderwieden – DePere PD (Chair)  
Chief Randy Bani – Hobart/Lawrence PD  
Chief Mark Hendzel – Pulaski PD

The Brown County Public Safety Communications Advisory Board met on April 22, 2015 at 10:00 a.m.

Present: Derek Beiderwieden, Eric Dunning, Keith Deneys, David Litton, Kurt Minten, Tom Molitor, Larry Ullmer, and Rich Vanboxtel

Also Present: Cullen Peltier

## Approval of the Agenda

Motion made to approve the agenda (Dunning). Motion seconded (Vanboxtel). Agenda approved as amended.

## Approval of the Minutes

Motion made to approve the minutes from the meeting of July 23, 2014 (Minten). Motion seconded (Dunning). Minutes approved as presented.

## Communications Center Update

Cullen discussed the center staffing informing the Board we will be hiring 2 employees on April 27<sup>th</sup>. However, with a resignation and retirement, we will once again be 2 FTE short.

Cullen discussed the EM Director vacancy and the plan for filling the position. An interview panel is being put together that will consist of representatives from various departments and associations. The panel will recommend 2 candidates to the Executive for appointment. The goal is to fill the position within 2-months.

Cullen discussed the Radio System Upgrade to version 7.13. Motorola performed the upgrades to the towers last week and the consoles this week. There has been no disruption of service to the agencies or the dispatch center to date.

## CAD/Phone Upgrade

Cullen stated the vendor chosen for the Phone Upgrade was Airbus/Baycom and the vendor for the CAD Project would be Securus. He stated there was a slight delay in getting the contract signed do to the resignation of the County's Purchasing Manager. He said they hoped to finalize the phone contract 1<sup>st</sup> because the system needs to be completed by the end of the year and then we would focus on the CAD Contract. He stated both contracts would be reviewed by the respective RFP committees before they were issued.

Cullen discussed the need for agencies to switch from HPD modems to LTE modems or air cards. He stated that with the Securus solution, all of the necessary CAD functionality would be there utilizing the current HPD modems. He stated that with LTE or air cards there would be added "bells and whistles", but the agencies could make the choice on if/when they would upgrade to LTE or air card.



### Standard Operating Procedures

The topic was introduced for discussion. Chief Molitor stated that his agency would not be able to move to the Emergency Traffic Procedure as proposed at the Police Chiefs Association meeting. Cullen stated that he understood that the proposed procedure may not work for all agencies. We standardized the procedure over a year ago, but it doesn't work with all the agencies. He stated he would work with staff to re-write the procedures for the positions so that all agencies were comfortable with how their emergency traffic was being handled.

### Review of National Telecom Week

Cullen reviewed the winners of the Telecom of the Year (Karli Piper), Lead Telecom of the Year (Linda Safford and Heather Patek), and the Quiggles Spirit Award (Amy Lauder).

Cullen stated the winner of the Fire Department Chili Cook-Off was Lawrence Fire.

Cullen thanked all the agencies for their support and attendance and commented on what a good turnout we had.

### Roundtable

Chief Dunning stated that Ashwaubenon Public Safety purchased cradle point for their MDTs. No other reports from agencies present.

### Other Matters:

Cullen stated he had a number of informational items he would like to share with the group. He discussed the timeline for implementing text to 911, the completion of the back-up 911 center at the Airport, the 2014 budget, and the Knox Boxes to be accessed by the Fire Departments at the radio tower sites.

### Next Meeting

The next Advisory Board meeting is Wednesday, July 22<sup>nd</sup>, 10:00 a.m. in the PSC Training Classroom.

### Adjourn

A motion was made to adjourn (Vanboxtel). Motion seconded (Deneys). Meeting adjourned.

# **PUBLIC SAFETY COMMUNICATIONS ADVISORY BOARD**



Chief Eric Dunning – Ashwaubenon PubSaf  
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Sheriff John Gossage – BC Sheriff  
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Chief Jim Lewis – Green Bay PD  
Chief Rich Vanboxtel – Oneida PD  
Chief Perry Kingsbury – Wrightstown PD

Director Larry Ullmer – County Rescue  
Chief Derek Beiderwieden – DePere PD (Chair)  
Chief Randy Bani – Hobart/Lawrence PD  
Chief Mark Hendzel – Pulaski PD

The Brown County Public Safety Communications Advisory Board met on July 22, 2015 at 10:00 a.m.

Present: Derek Beiderwieden, Dennis Rubin, Eric Dunning, Kurt Minten, Mark Hendzel, Jeff Gross and Tom Molitor

Also Present: Cullen Peltier, Renee Ruiz and Jodi Meyer

## Approval of the Agenda

Motion made to approve the agenda (Minten). Motion seconded (Dunning).

## Approval of the Minutes

Motion made to approve the minutes from the meeting of April 22, 2015 was pushed to the October 22, 2015 agenda due to no quorum.

## Communications Center Update

Cullen discussed the center has one full time TC position available. Interviews will be held in early August but the start date will not occur until there are two TC positions to fill. Cross training typically does not occur during the summer. The center's two newest hires will be ready to hit the floor next week.

Cullen discussed during the next few week, administration will be meeting with the accountants regarding the 2016 budget. One of initiatives in the budget is training software.

## CAD/Phone Upgrade

Cullen stated the vendor chosen for the Phone Upgrade was Airbus/Baycom and the vendor for the CAD Project would be Securus. The phone contract and preparation work is complete and equipment is scheduled to arrive in August with and anticipated date of November to go live.

Cullen discussed the CAD project is in the negotiation stage and will not start until the new phones are in. Renee informed the group that we will be reviewing the type of CAD each agency is currently utilizing to see how it matches up with the Securus offerings. Since Securus doesn't offer a limited CAD like Motorola, we will review what each agency has to see if they will need a full version of Securus CAD. We will make sure that the agencies do not lose any of the functionality that they currently have. If they would like more than what they currently have, it will be their responsibility to purchase.

## Standard Operating Procedures

Cullen gave updates on standard operating procedures year to date.

### Roundtable

Chief Beiderwieden stated that combining the DePere/Ashwaubenon channels is working well.

Cullen discussed that there was a LEAN Event on training. Pay for performance was implemented based on attendance and teamwork within the center for each individual. The turnover rate is still high at 15.6%, but would like to be between 10% and 12 %. The center would also like to budget for extra staff.

Chief Molitor suggested that the Dispatch Users Group (DUG) be an agenda item from now on with an update.

### Other Matters:

Chief Molitor with Green Bay Police Department is retiring at the end of this week.

### Next Meeting

The next Advisory Board meeting is Wednesday, July 22<sup>nd</sup>, 10:00 a.m. in the PSC Training Classroom.

### Adjourn

Meeting adjourned was adjourned at 10:40am.

# **PUBLIC SAFETY COMMUNICATIONS ADVISORY BOARD**



Chief Eric Dunning – Ashwaubenon PubSaf  
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Chief Perry Kingsbury – Wrightstown PD

Director Larry Ullmer – County Rescue  
Chief Derek Beiderwieden – DePere PD (Chair)  
Chief Randy Bani – Hobart/Lawrence PD  
Chief Mark Hendzel – Pulaski PD

The Brown County Public Safety Communications Advisory Board met on July 22, 2015 at 10:00 a.m.

Present: Derek Beiderwieden, Eric Boulanger, Dennis Rubin, John Gossage, Kurt Minten and David Litton

Also Present: Cullen Peltier

## Approval of the Agenda

No motion was made due to no quorum.

## Approval of the Minutes

No motion was made due to no quorum.

## Communications Center Update

Cullen discussed the center has two full time TC position available which will be filled November 23<sup>rd</sup>.

## CAD/Phone Upgrade

## Standard Operating Procedures

Cullen gave updates on standard operating procedures year to date.

## Roundtable

## Other Matters:

## Next Meeting

The next Advisory Board meeting is Wednesday, January 27<sup>th</sup>, 10:00 a.m. in the PSC Training Classroom.

## Adjourn

Meeting adjourned was adjourned at xx:xx AM.

## **BROWN COUNTY TRAFFIC SAFETY COMMISSION MEETING MINUTES**

A regular meeting of the Brown County Traffic Safety Commission was held on Thursday, October 15, 2015, at 9:00 a.m., at the Brown County Sheriff's Office.

**Present:**

Mark Hendzel, Kimberly Hess, Dave Hansen, Chad Opicka, John Jones, Michael Panosh, Andrea Schultz, Dan Sandberg, Bob Schuurmans, Rachel Ballast

**I. Call to Order**

Chairman Sandberg called the meeting to order at 9:05 a.m.

**II. Approve Minutes**

Motion was made by Jones and seconded by Hess to accept the minutes of the July 2015 meeting. Motion carried.

**III. I-41 Construction Update**

Schuurmans reported that the SB 41 Velp Avenue exit will be closing for a year. The SB 41 to SB 43 and the NB 43 to SB 41 ramps will also be closing for a year. The on-ramp from Velp Avenue to NB 41 will be opening. Oneida Street is done and open for the most part.

**IV. STH 29 Construction Update**

Schuurmans stated that STH 29 construction is complete, so this item can be removed from the agenda.

**V. Multi-Jurisdictional OWI Task Force Update**

Panosh stated that the new fiscal year starts this month. The program has been going great since it started in February 2011 and is consistent in numbers. The Task Force got national attention on CBS This Morning. Fatalities statewide are up—437 compared to 378 at this time last year. Brown County has had 13.

**VI. BOTS Updates**

Jones reported that there have been no fatalities so far in the 70 MPH zone.

**VII. Third Quarter Traffic Fatalities**

Sandberg reviewed third quarter fatalities:

07-09-15, S. Ashland Ave./Lombardi Ave., Green Bay

07-21-15, S. Broadway/Joannes Ave., Green Bay

07-24-15, E. Mason St./Baird St., Green Bay

08-27-15, Radisson St./N. Irwin Ave., Green Bay (two fatalities)

Another fatality has been reported from a crash that occurred in March 2015 at CTHs T and K in which the victim later died.

It was noted that 42% of fatalities so far this year were alcohol-related and that some are occurring during daytime business hours.

**VIII. CTH VK Safety Review**

Hansen stated there were pedestrian/bicycle safety concerns on this road due to speeding issues. The city suggested sidewalks, but the residents didn't want them, most likely due to the responsibility of having to maintain them. Ballast came up with the bump-outs as a solution to the problem. Sandberg stated that Sheriff Gossage wants an opinion from TSC regarding this. Ballast stated that the County has done everything they can do on this. She said sidewalks can go in in the future, that it is prepared for them. There have been no reported crashes with the bump-outs. A sidewalk is needed if you really want to protect pedestrians, and that can be ordered in. Sandberg will put together a memo for members' review, and then Sheriff Gossage can forward it to Brown County Supervisor Buckley.

It was also discussed that there are no sidewalks to the west of Lambeau Field, and with the new Packers entertainment district that will be built, this may lead to pedestrian/bicycle safety concerns. It was noted that the entertainment district is located in the Village of Ashwaubenon. It was suggested that the TSC should recommend something be put in, such as a sidewalk on the south side. There is an entertainment district open meeting in a couple of weeks, and maybe some TSC members can attend and bring up concerns.

**IX. Citizen Appearances**

Randy Wiessinger from BOTS discussed community maps online database and its benefits. It is a statewide online database system. You can search for historical data and crash reports entered by different agencies. It uses Google Maps that you can zoom in and see if there is some factor in play that caused a crash. To get to the website, search "Community Maps - Wisconsin County TSC Crash Mapping". Sandberg will check into advanced search capabilities for TSC members.

**X. Other Business as Allowed by Law**

Schultz stated there will be a car seat installation technician training course in Appleton the second week in February, which is a two-year certification. Attending some events is required to maintain certification.

Hess stated she is working on grants for safe routes to schools and a grant to fix congestion at the Chappell School area. A vote is coming up to increase the age of keeping children in rear-facing car seats until the age of two.

Brown County Traffic Safety Commission  
October 15, 2015  
Page 3 of 3

The next meeting set for Tuesday, January 12, 2015, at 9:00 a.m., at the Brown County Sheriff's Office, 2684 Development Drive, Green Bay, WI.

Meeting adjourned at 10:38 a.m.

Respectfully submitted,

Marsha Laurent  
Recording Secretary

**Minutes**  
**BROWN COUNTY TRANSPORTATION COORDINATING COMMITTEE**  
**Monday, February 23, 2015**  
**Green Bay Metro Transportation Center**  
**901 University Avenue**  
**Green Bay, Wisconsin**  
**10:00 a.m.**

**ROLL CALL**

Diana Brown	<u>x</u>	Sandy Popp	<u>Exc</u>
Vinnie Caldara	<u>x</u>	Cole Runge	<u>x</u>
Corrie Campbell	<u>x</u>	Mary Schlautman	<u>x</u>
Brandon Cooper		Julie Tetzlaff	<u>x</u>
Mallory Cornelius	<u>Exc</u>	Lisa VanDonsel	
Pat Finder-Stone	<u>x</u>	Derek Weyer	
Patty Kiewiz	<u>x</u>	Tina Whetung	<u>x</u>
Greg Maloney	<u>x</u>	Genny Willemon	
Tammy Marcelle	<u>Exc</u>	John Withbroe	
Barbara Natelle		Vacant – BC Exec.	

**OTHERS PRESENT:** Lisa J. Conard, Essie Fels, and Christel Giesen

C. Runge opened the meeting at 10:00 a.m.

**ORDER OF BUSINESS**

C. Runge introduced Corrie Campbell as the new TCC member representing the Brown County Board. Tammy Marcelle, a paratransit user, was also appointed to the TCC. Her first meeting will be in June of 2015.

1. Approval of the December 1, 2014, Transportation Coordinating Committee (TCC) meeting minutes.

A motion was made by G. Maloney, seconded by M. Schlautman to approve the December 1, 2014, Transportation Coordinating Committee (TCC) meeting minutes. Motion carried.

2. Discussion and action regarding Brown County's Section 85.21 Specialized Transportation Assistance Application for FY 2015.

C. Giesen provided the TCC a summary of the State 85.21 program. The Brown County Aging and Disability Resource Center (ADRC) is expected to receive \$505,048 in 2015, which will provide service to county residents who are ages 60 and older, disabled, or both.

The ADRC issued a Request for Proposals (RFP) for the provision of a large-scale specialized transportation service within Brown County. This service is currently being provided by Red Cross. One entity, N.E.W. Curative, submitted a proposal. The committee reviewing the proposal was comprised of ADRC staff, an ADRC Board Member who has a family member using Red Cross, Lisa Conard (Brown County Planning), and Sandy Popp (Options for Independent Living). It was the consensus of the committee that N.E.W. Curative could meet the conditions identified in the RFP. The 85.21 proposal, which reflects awarding the contract to N.E.W. Curative, will be provided to the ADRC Board of Directors for approval.



consideration. If approved, ADRC staff will submit the plan to the State of Wisconsin. If all goes as scheduled, the ADRC will issue a notice of intent to award the contract to N.E.W. Curative. The contract would begin on July 1, 2015.

C. Giesen stated that she was very pleased with the quality of the proposal submitted by N.E.W. Curative and with the commitment of Red Cross staff and volunteer drivers.

In addition to this, the ADRC will continue to allocate funds to agencies that have traditionally offered smaller-scale transportation services such as the Salvation Army (shopping), Brown County Human Services Department (van drivers), and others.

(The ADRC's detailed proposal for the distribution of 85.21 funds is attached to the end of the minutes)

A motion was made by P. Finder-Stone, seconded by T. Whetung, to approve Brown County's Section 85.21 Specialized Transportation Assistance Application for FY 2015. Motion carried.

Chairperson C. Runge stated that he will prepare a letter on behalf of the TCC that reflects the TCC's approval of the application.

3. Discussion regarding the status of the State of Wisconsin Legislative Audit Bureau's audit of Medical Transportation Management, Inc. (MTM)<sup>1</sup>.

C. Runge stated that he was informed by S. Popp that the state's independent living centers recently met with area legislators to discuss issues regarding people with disabilities. He stated that the legislators did not know the status of the audit, so we should continue to assume that the audit will be completed by the spring of 2015. He stated that information about the audit will be forwarded to the committee members when it is made available.

4. Round robin discussion about paratransit service<sup>2</sup>.

V. Caldara stated that MV will be moving its central operation to a location on Radisson Street (northeast of the Metro Transportation Center). The new site is more centrally located in respect to client homes and popular destinations. MV will now be able to reach N.E.W. Curative in eight minutes where currently it is a 25 minute trip.

P. Finder-Stone stated she was happy to hear that N.E.W. Curative would be taking on the Red Cross Transportation Program.

G. Maloney asked if paratransit clients are dropping out of the Green Bay Metro paratransit program.

V. Caldera stated he has not noticed a decline in membership. Clients move out of the area, but new clients are added to the program on a regular basis.

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<sup>1</sup> MTM is the private transportation broker hired by the Wisconsin Department of Human Services to coordinate Non-Emergency Medical Transportation (NEMT) services for qualifying Medicaid and BadgerCare Plus clients.

<sup>2</sup> Discussion under this item is in regard to the paratransit program offered by Green Bay Metro to qualifying clients under contract with MV Transportation, a private transportation company.

J. Tetzlaff, T. Whetung, M. Schlautman, C. Giesen, C. Campbell, D. Brown stated they have had no problems with MV this quarter.

J. Tetzlaff stated that MV staff and drivers have been doing a good job.

J. Tetzlaff asked for clarification regarding the agency fare (\$13.00) and the non-agency fare (\$3.00).

The committee discussed trip scenarios and fare types. One scenario discussed was a CP Center client traveling from home to the CP Center using money from a federally-funded program. In this situation, an agency rate will be charged. If the same CP Center client travels from the CP Center to the grocery store and does not use federal funds to pay for the trip, the client will be allowed to pay the \$3.00 rate.

P. Kiewiz noted that there will be some changes at the pass and ticket outlets (e.g. Shopko). The high number of pass and ticket options that are currently available is confusing for the outlets' staff and paratransit clients. Paratransit clients will now be encouraged to mail a check directly to Metro for the purchase of tickets. Metro will then mail the tickets to the clients.

D. Brown stated that N.E.W. Curative will be looking at establishing an agency fare.

C. Giesen asked if the two MCOs (Managed Care Organizations) covering Brown County have contacted Green Bay Metro about providing transportation to the clients under Family Care. (Family Care will begin in Brown County on July 1, 2015.)

P. Kiewiz stated that Green Bay Metro has not been contacted.

C. Campbell asked about Family Care and transportation options.

C. Giesen noted that the MCOs will receive transportation funds at a per capita rate for Family Care clients. MCOs are also free to negotiate with transportation providers.

E. Fels noted that Metro staff recently held two public outreach meetings entitled "Meet with the Transit Director". P. Kiewiz stated that staff from Syble Hopp and N.E.W. Curative attended along with several fixed route riders. Staff did not receive any questions or comments regarding the paratransit program.

## 5. Other matters.

C. Runge asked about the status of the Section 5310 Program project agreement between N.E.W. Curative and Metro. (N.E.W. Curative was awarded CY 2015 funds to cover 80% of the cost of two new vehicles.)

P. Kiewiz has received a signed copy of the agreement from N.E.W. Curative, and she will process it through FTA's grant management software (TEAM) after the agreement is signed by the Green Bay Transit Commission Chairperson.

The current dates for the remaining TCC meetings in 2015 are:

**Monday, June 8, 2015**

**Monday, September 14, 2015**

**Monday, December 14, 2015**

Green Bay Metro Transportation Center  
901 University Avenue  
Green Bay, Wisconsin  
10:00 a.m.

6. Adjourn.

C. Runge closed the meeting at 10:34 a.m.

**Minutes**  
**BROWN COUNTY TRANSPORTATION COORDINATING COMMITTEE**  
**Monday, June 8, 2015**  
**Green Bay Metro Transportation Center**  
**901 University Avenue**  
**Green Bay, Wisconsin**  
**10:00 a.m.**

**ROLL CALL**

Diana Brown (N.E.W. Curative)*	<u>x</u>	Sandy Popp (Options for Independent Living)	<u>x</u>
Vinny Caldara (MV Transportation)	<u>x</u>	Cole Runge (BC Planning Commission/Green Bay MPO)	<u>x</u>
Corrie Campbell (BC Board of Supervisors)	<u>Exc</u>	Mary Schlautman (BC ADRC)	<u>x</u>
Brandon Cooper (Oneida Nation)	<u>_____</u>	Julie Tetzlaff (Cerebral Palsy Inc.)	<u>x</u>
Mallory Cornelius (ASPIRO)	<u>x</u>	Lisa Van Donsel (BC ADRC Board)	<u>x</u>
Pat Finder-Stone (Citizen Member)	<u>Exc</u>	Derek Weyer (Wisconsin DOT NE Region)	<u>Exc</u>
Patty Kiewiz (Green Bay Metro)	<u>x</u>	Tina Whetung (Red Cross Transportation Program)	<u>x</u>
Greg Maloney (BC Human Services)	<u>Exc</u>	Genny Willemon (BC Human Services)	<u>_____</u>
Tammy Marcelle (Citizen Member)	<u>x</u>	John Withbroe (Green Bay Transit Commission)	<u>_____</u>
Barbara Natelle (Syble Hopp School)	<u>_____</u>	Vacant (BC Executive Department)	<u>_____</u>

**OTHERS PRESENT:** Lisa J. Conard (Brown County Planning Commission/MPO staff), Essie Fels (Paratransit Coordinator - Green Bay Metro), Christel Giesen (BC Aging and Disability Resource Center), \*Steve McCarthy for Diana Brown (N.E.W. Curative), Katie Moore (Cerebral Palsy Inc.), Betty Jo Perrault (Grandcare Nursing Home), and Jamie Sandoval (Grandcare Nursing Home).

C. Runge opened the meeting at 10:00 a.m.

**ORDER OF BUSINESS**

C. Runge introduced Tammy Marcelle and Mallory Cornelius as new members of the TCC.

T. Marcelle stated that she is a consumer of the Green Bay Metro paratransit service provided by MV Transportation, and she uses the State of Wisconsin's transportation brokerage system that is provided through MTM. T. Marcelle also indicated that she has experience training service animals.

M. Cornelius is an employment specialist at ASPIRO and is taking the place of Debbie Johnson.

1. Approval of the February 23, 2015, Transportation Coordinating Committee (TCC) meeting minutes.

A motion was made by M. Schlautman and seconded by L. Van Donsel to approve the February 23, 2015, TCC meeting minutes. Motion carried.

2. Discussion regarding the transfer of the American Red Cross - Lakeland Chapter's specialized transportation service to N.E.W. Curative Rehabilitation, Inc.

S. McCarthy and T. Whetung provided a verbal report regarding the progress of the transition of the Red Cross Transportation Program to N.E.W. Curative. In general, all is going well. N.E.W. Curative and Red Cross staffs are working closely with each other to make the July 1 transition seamless. Specific progress includes:

- N.E.W. Curative has purchased *Simpli Transport* software to provide daily dispatch and scheduling.
- Red Cross' four transportation staff members have been hired by N.E.W. Curative.
- Most of Red Cross' volunteer drivers have committed to driving for N.E.W. Curative and have undergone background checks.
- Staff orientation is occurring.
- The transfer of program vehicle titles has been approved.
- A lease for the transportation building/garage/maintenance facility has been secured.
- Phone numbers will remain the same but billing will now go to N.E.W. Curative.
- Information Technology (IT) systems are in place.
- Red Cross logos are being removed from the vehicles and temporary N.E.W. Curative magnets will be used until the vehicles can be properly branded.
- A "Plan B" is in place in the event of problems on July 1.
- An agency fare will be announced in the near future.

M. Cornelius asked if the client certification process for the program will remain the same.

T. Whetung stated yes. All of the Red Cross forms will now say N.E.W. Curative.

M. Cornelius asked if the service area will remain the same.

T. Whetung stated that it will remain the same for now. However, the goal is to expand service in the future.

S. Popp asked if the vehicles could be rented as they were years ago (but not recently).

S. McCarthy stated that N.E.W. Curative is exploring that as a possibility. It would likely require the use of a N.E.W. Curative volunteer or paid driver. The goal is to say "yes" as much as possible.

3. Discussion regarding the State of Wisconsin Legislative Audit Bureau's audit of Medical Transportation Management, Inc. (MTM)<sup>1</sup>.

C. Runge noted that the MTM audit report and the response to the audit report from the Wisconsin Department of Health Services (DHS) were issued in May.

Discussion occurred about the audit's findings, the report's recommendations, and the response from DHS.

It was the consensus of the committee that the audit is thorough, but the report's recommendations are disappointing because they do not identify actions that will likely result in MTM improving its services to clients. It was also the consensus of the committee that the DHS response is disappointing for the same reason.

The committee agreed that members of the state assembly and state senate who represent Brown County should be invited to a future TCC meeting to discuss MTM's documented performance problems and steps that can be taken to improve MTM's client services. One of the problems that the committee would like to discuss is the issue of clients being dropped by their doctors for missing appointments because MTM-hired vehicles did not arrive to transport the clients to their appointments.

The committee asked C. Runge to invite the state legislators who represent Brown County to a meeting of the TCC to discuss these issues. The committee also directed C. Runge to develop and send a letter regarding the TCC's concerns to the Legislative Audit Bureau, DHS, and the state legislators who represent Brown County.

C. Runge stated that he will work to organize this meeting and report back to the TCC. He also stated that he will develop and send this letter on behalf of the TCC.

L. Conard asked S. Popp and/or other committee members how other human service agencies and/or advocacy groups at the state level are responding to the audit's findings and recommendations.

S. Popp stated that many are contacting legislators and telling them that the audit did not go far enough to address client service problems.

4. Round robin discussion about paratransit service

T. Marcelle stated that she contacted MV on Thursday, June 4, at approximately 12:00 or 12:15 p.m. She noted that the call-taker ended the call abruptly and without addressing her concerns. S. Popp was present for the call and confirmed that this occurred.

T. Marcelle told V. Caldara that she appreciates the professionalism of the morning call-taker, but the call-taker with whom she spoke was rude.

V. Caldara stated that MV has been consistently operating at a 98.6% on-time performance rate, which exceeds the federal standard for paratransit service. He also stated that this call-

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<sup>1</sup> MTM is the private transportation broker hired by the Wisconsin Department of Human Services to coordinate Non-Emergency Medical Transportation [NEMT] services for qualifying Medicaid and BadgerCare Plus clients.

taker is new to the job and that he will talk to her again about how to appropriately handle client concerns.

L. Conard asked V. Caldara if MV completed its move to its new facility.

V. Caldara stated yes. MV is now located at 2030 Cofrin Drive in Green Bay.

E. Fels stated that Green Bay Metro will be selling paratransit tickets (both \$3.00 standard and \$15.00 agency) at the east entrance customer window at the Metro Transportation Center from 8:00 a.m. to 4:00 p.m. Monday through Friday. Clients are welcome to order tickets in advance of pick-up at [letmeride@greenbay.gov](mailto:letmeride@greenbay.gov). Tickets can also be purchased by sending a check through the mail, and Green Bay Metro will mail the tickets to the client at no additional charge (clients can also use cash upon boarding).

J. Tetzlaff stated that drop-offs and pick-ups have been going well at the CP Center.

M. Schlautman asked about paratransit certification appeals (applicants who are denied services have the right to an appeal).

P. Kiewiz stated that Metro has received no appeals recently.

ADRC staff is available to help potential paratransit clients complete and submit the paratransit certification application form.

P. Kiewiz noted that in the near future, potential clients will be able to submit their applications online.

M. Schlautman asked if Green Bay Metro will be contracting with either of the area's two Managed Care Organizations (MCOs) as part of the Family Care rollout that will happen on July 1, 2015.

P. Kiewiz stated no. MCOs will be able to purchase paratransit tickets at the published rates just like any nursing home, agency, or client.

S. Popp asked how Metro will distinguish between a standard trip (\$3.00) and an agency trip (\$15.00 as of July 1).

P. Kiewiz stated that Metro and MV have the technology to track the trip origins and destinations of each client. Metro staff will monitor this to make sure the correct fare payment type is being used. In addition, information regarding association with an MCO, the IRIS program, or any other program affiliated with Medicaid funds will be requested from each client upon applying for the program.

M. Cornelius asked if a paratransit trip taken by an ASPIRO client to work would be classified as a standard trip or an agency trip.

E. Fels stated that if the client was receiving funding (as part of their plan) for employment-related transportation, the agency rate would apply. However, if that same client was going to a movie with a friend, that trip would fall under the standard rate.

5. Other matters.

L. Von Donsel asked Metro staff for an update on the installation of the wheelchair-accessible bus shelters that were approved for Calendar Year (CY) 2015 Section 5310 funds.

P. Kiewiz stated that two have been installed on Military Avenue, one has been installed on Holmgren Way, two will be placed at Bay Park Square Mall on Oneida Street (concrete pads have been installed), and one will be placed at the intersection of 9<sup>th</sup> Street and Ashland Avenue in Green Bay.

P. Kiewiz stated that other possible locations have been identified. In many cases, agreements need to be worked out with property owners in the event the land is not part of the public right-of-way.

In early 2015, Green Bay Metro also installed a shelter at West Mason Street and Packerland Drive, but this shelter was not funded through the Section 5310 Program.

C. Runge stated that WisDOT has consistently said that Section 5310 funds that were not awarded during the CY 2015 cycle could be carried into the CY 2016 funding cycle. However, the Federal Transit Administration (FTA) recently stated that the roughly \$32,000 that was not awarded during the CY 2015 cycle will need to be spent by September 30 of this year or it will be lost. This is because the federal money used to fund the program was originally allocated in federal Fiscal Year (FY) 2013, and the allocation period for these funds will end on September 30. To ensure that these funds will not be lost, FTA worked with Green Bay Metro to expand Metro's original award for seven bus shelters to an award for twelve shelters and five concrete shelter pads.

L. Conard noted that the expanded Section 5310 project was included as part of the MPO's Mid-Year Update of the 2015-2019 Transportation Improvement Program (TIP). A 15-day public review period and a public hearing were held prior to the update being approved by the MPO Policy Board. A legal notice was also published in the newspaper, and the TCC members and other interested parties were directly notified of this update at the beginning of the 15-day review period.

L. Von Donsel stated that she would like to see the name of each TCC member's organization or affiliation on the TCC agenda Roll Call. The other TCC members agreed with this suggestion.

C. Runge stated that the agendas will be adjusted to include this information.

C. Runge stated that he will contact the TCC members regarding the date of the next TCC meeting.

6. Adjourn.

C. Runge closed the meeting at 11:15 a.m.



**PROCEEDINGS OF THE BROWN COUNTY  
VETERANS' RECOGNITION SUBCOMMITTEE**

Pursuant to Section 19.84, Wis. Stats., a regular meeting of the **Brown County Veterans' Recognition Subcommittee** was held on Tuesday, November 17, 2015 at 4:30 p.m., in Room 201 of the Northern Building, 305 E. Walnut Street, Green Bay, Wisconsin.

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**PRESENT:** Chair Bernie Erickson, Carl Soderberg, Ed Koslowski, Delores Pierce, Duane Pierce, Jim Haskins, Rosemary Desisles, Tracy Rosinski, Joe Witkowski

**EXCUSED:** Lynn Geiser

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**\*\*Running Total of Veterans' Certificates: 1725**

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**1. Call Meeting to Order.**

The meeting was called to order by Chair Bernie Erickson at 4:30 pm.

**2. Invocation.**

Duane and Delores Pierce informed the Subcommittee that Mike Kellner of Legion Post 11 passed away on November 16, 2015. According to the obituary in the *Green Bay Press Gazette*, Mike served in the Korean War. He was a lifetime member of American Legion #11, adjutant for 37 years as well as a lifetime member of Amvets Post 11 and VFW Howard/Suamico. He was also a member of the 40 et 8 and United Patriotic Society. Further, Mike was Commander of the Color Guard at all Packer home games for 40 years as well as being involved in a number of other activities honoring veterans. A moment of silence in honor of Mike was observed following the invocation.

**3. Approve/Modify Agenda.**

**Motion made by Jim Haskins, seconded by Rosemary Desisles to approve. Vote taken.**

**MOTION CARRIED UNANIMOUSLY**

**4. Approve/Modify Minutes of October 20, 2015.**

**Motion made by Duane Pierce, seconded by Delores Pierce to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**5. Discussion re: Veterans Day Wrap Up.**

Rosemary Desisles thanked those who helped at the event at the VFW on Veterans Day; however, she felt that this Subcommittee should not take this on again unless there are more volunteers. She understood that not everyone is able to work at the event itself, but would like to see all members make at least a few calls for donations. She also felt that each ticket drawn for door prizes should be for a specific prize. This would eliminate someone having to run back to the board to post the tickets and it would also ensure that people do not take more than one gift. Desisles continued that the Subcommittee only has a small space available, and as the event gets bigger and bigger with veterans coming for breakfast the space gets smaller. She also questioned if the VFW is the right place to have the event. She also noted that the Subcommittee does not get much recognition. She said that she made an effort to thank the VFW numerous times for allowing the Subcommittee to come in as a guest.

Tracy Rosinski felt there was a lot of opportunity to do more with the event at the VFW and she likes to have it there because there are so many veterans to reach, but she agreed that there was not much recognition of the Subcommittee. She felt that there would be ways to streamline the prize process and one suggestion would be to combine a number of prizes into gift baskets.

Desisles also noted that she was not able to offer sign up forms for veterans' certificates because there were not enough people to help and she would like to offer this in the future.

Ed Koslowski added that one of the problems is that there is not any signage or anything else to identify the Subcommittee. Haskins noted that one of the VFW members had some issues but he was able to smooth things over, but he did not want this to happen again in the future. Desisles thought a big part of the problem is the lack of space, but Rosinski felt that the current space may be able to work with a little more organization. Haskins also said that in the future we should be sure to turn the speakers on in the bar so people in there can hear the prize numbers. He also felt it would be beneficial to have someone from the Subcommittee available at each door. Further, Haskins said he was asked several times for a listing of other Veterans Day events and offers going on around the area and he suggested that next year a list of events and offers be available to be distributed, or, alternatively, this information could be posted on one sign somewhere.

Erickson encouraged Desisles to make a list of things that should be improved so more discussion can be held next year. He said that what he is hearing is that the space is too small and the Subcommittee may be too dependent on the VFW. He suggested that a different location may work better and one of the options discussed was the Yacht Club. Rosinski felt that the lack of experience and lack of help were some of the issues and these are things that can be worked on for next year. She was confident that changes could be made to make the event flow much smoother.

**6. Possible Discussion re: 2016 Veterans' Appreciation Day at the Brown County Fair.**

Erickson stated that he has done a little research and found that 2016 is the 25<sup>th</sup> anniversary of Desert Storm and this may be something to honor at the Fair in 2016. This was discussed briefly and the Subcommittee felt that honoring Desert Storm vets might encourage some younger vets to attend the event. This will be discussed in much greater deal as the Fair approaches.

**7. Report from CVSO Jerry Polus.**

Polus was not in attendance and therefore no report was given.

**8. Comments from Carl Soderberg.**

Soderberg stated that the military budget has been in the news lately. The House and Senate passed one and the President vetoed it because it increased spending in a sly maneuver by increasing \$38 billion dollars to the overseas contingency fund which was basically going to be used to fund weapons buying and other normal purchases instead of fighting overseas. In the budget agreement that was decided upon right before Representative Ryan took over as Speaker, it was set that social spending and military spending will both go up in the next two years. This negated the President's reason for the veto and a similar defense budget was passed which fit under the new budget caps enacted right before Ryan became Speaker.

The other thing Soderberg reported on is individual unemployability. He stated that if someone is more than 60% service-connected disabled, there is an addition to that because the idea is if you are under retirement age, if you were able to work, you would be earning more than just the 60% disability, so the idea is the individual unemployability tops you up to more of a national average wage. He said the Congressional Budget Office and the Government Accountability Office has recommended restricting or limiting this because once vets get to retirement age they do not need

that extra because they no longer need to be topped up to a working wage because they are retired. There are arguments for and against this and there are no proposals at this time, but he wanted to make the Subcommittee aware that it is something that is being tossed around as a way to nickel and dime to a lower military budget.

9. **Report from Committee Members Present (Erickson, Dahlke, Desisles, Haskins, Geiser, Koslowski, Maino, Pierce, Rosinski & Witkowski).**

-Erickson reported that he had received a call from someone regarding the Veterans' Day activities who was very angry that the *Press Gazette* article stated that the offers were for local veterans. The gentleman was from Kewaunee and Erickson advised him that it would not be a problem for him to attend the breakfast event and further advised him that he would probably not be turned down at any of the other businesses offering discounts.

Erickson also presented Tracy Rosinski with an appreciation certificate that was created by the Board Office for Heartland's contribution of paying for the band at the Fair.

-Desisles did not have anything further to add.

-Haskins reported on some of the offers he took part in for Veterans Day. He also got some leads on businesses who would be interested in donating items for next year's event. Haskins continued that two years ago Starbucks pledged to hire 10,000 veterans by 2018 and they are half way there. Also, Haskins learned recently that that Post Office hires more veterans than any other organization. Haskins also shared a story about the last survivor of World War I who died at the age of 111. Haskins concluded his report by noting that First Lady Michelle Obama and Mrs. Joe Biden have created a website to help returning veterans find civilian careers. The website is: [ebenefits-va.gov](http://ebenefits-va.gov).

-Koslowski reported on the Gamblers game and stated that during the game Tundraland redid his nephew's bathroom. This was announced to his nephew on the ice during the game and a picture of the new bathroom was shown on the scoreboard. The tub allows Ed's nephew to get into the tub right from his wheelchair.

Koslowski also noted that the box of chocolates he brought to the meeting was donated by Seroogys. Koslowski also addressed the Heroes discount program and Erickson noted that that will be included on the agenda in January.

-Pierce reported that the Amvets will be doing a meat raffle at the VFW in Howard on December 5 at 2:00 pm. Secondly, Snake reported that the Army/Navy game is scheduled for December 12 and the Pearly Gates will be throwing a bash during the game with food specials and other things. Further, he noted that the LZ Christmas raffle will be held at the Pearly Gates at 5:00 pm on December 14. Pierce also reported that 224 is again doing their annual Christmas basket handout. They will be delivering baskets to about 35 needy families. The baskets are funded by money made at the summer ride and each basket has about \$300 - \$350 worth of merchandise in them.

Pierce continued that during Armed Forces weekend next year, the Menominee Tribe of Indians will be holding their annual veterans pow wow in Keshena at the bowl and they will be honoring Vietnam Veterans. Pierce has attended some of these events in the past and stated that they are amazing. He will provide more details on this closer to the event.

-Rosinski reported that Heartland has done multiple pinnings in surrounding communities. Heartland also did a food drive for Veterans Manor and it will be delivered to the Manor soon.

-Witkowski shared a copy of the article from the *Press Gazette* regarding Veterans Day offers and felt that perhaps the members of the County Board would like to see the work that is being done by the

**PROCEEDINGS OF THE BROWN COUNTY  
VETERANS' RECOGNITION SUBCOMMITTEE**

Pursuant to Section 19.84, Wis. Stats., a regular meeting of the **Brown County Veterans' Recognition Subcommittee** was held on Tuesday, December 15, 2015 at 4:30 p.m., in Room 201 of the Northern Building, 305 E. Walnut Street, Green Bay, Wisconsin.

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**PRESENT:** Chair Erickson, Delores Pierce, Duane Pierce, Jim Haskins, Jerry Polus, Rosemary Desisles, Carl Soderberg, Lynn Geiser, Joe Witkowski, Tracy Rosinski  
**EXCUSED:** Ed Koslowski

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**\*\*Running Total of Veterans' Certificates: 1725**

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**1. Call Meeting to Order.**

The meeting was called to order by Chair Bernie Erickson at 4:30 pm.

**2. Invocation.**

**3. Approve/Modify Agenda.**

**Motion made by Jim Haskins, seconded by Rosemary Desisles to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**4. Approve/Modify Minutes of November 17, 2015.**

**Motion made by Duane Pierce, seconded by Delores Pierce to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

*At this time the rules were suspended by Chair Erickson to allow Jim Haskins to give his report under Item 8.*

**5. Possible Discussion re: 2016 Veterans' Appreciation Day at the Brown County Fair.  
5A. 25th Anniversary of Desert Storm.**

Items 5 and 5A were discussed together. Chair Erickson noted that 2016 marks the 25<sup>th</sup> anniversary of Desert Storm and he thought it would be nice to honor Desert Storm veterans at the 2016 Fair event. He felt that there would be a good, solid turnout for this and would like to see it be a special event. The event will be held on August 20, 2016.

**Motion made by Jerry Polus, seconded by Duane Pierce, to honor Desert Storm veterans at the 2016 Military Appreciation Day at the Brown County Fair. Vote taken. MOTION CARRIED UNANIMOUSLY**

**6. Report from CVSO Jerry Polus.**

CVSO Jerry Polus reported on the Honor Rewards Program that was discussed several months ago. The Honor Rewards Program is sponsored by Fidlar Technologies and is a community service made available through the County's land and public records office to thank and acknowledge veterans for their sacrifices to our country. The program allows veterans in the community to sign-up to receive an Honor Rewards Card and use this card to receive discounts and benefits at local participating retailers, restaurants and other businesses. Polus noted

that Brown County Executive Troy Streckenbach is in favor of the county participating in this program as it is a year-round program. Polus continued that a representative from Fidler Technologies will attend the next meeting to talk more about the program. He felt the program was a win-win situation as it provides discounts to veterans and also allows good PR to businesses. Polus will invite people from the Chamber and business associations to attend the meeting to learn about the program and what they can do to help develop it in this area. A discussion was held regarding the local business associations and Chambers and Polus will contact all of them to invite them to the presentation so that they can promote the program throughout all areas. Contacts will include the Green Bay Area Chamber, De Pere Chamber, Jeff Mirkes, Wrightstown Chamber, On Broadway, Advance Business Center, Military Avenue Business Association, Pulaski Chamber and Howard Suamico.

Erickson suggested the possibility of distributing CDs with the Power Point presentation on it for any group that is not able to have representation at the meeting. Polus felt that participating in this program would eliminate the need to solicit businesses for Veterans' Day offers because it is a year-round program. Erickson added that a brief outline of the program could be given at different events along with the opportunity for people to sign up for the program on the spot.

Polus concluded by reporting that they have a new staff member in their office. Thomas Doyle, a retired Air Force veteran was working at the VA Clinic in Security before coming to work in the Veterans Office. He is off to a great start and replaces Bonnie Fermanich who has retired.

**7. Comments from Carl Soderberg.**

Soderberg noted that they have been receiving calls and letters recently regarding the VA Caregivers Support Program. The program provides stipends, travel expenses, health services and counseling, training and respite care for family members taking care of veterans. At this time, this applies only to post 9/11 veterans and there is currently a bill to expand this program in stages to all veterans who have caregivers. The DAVs throughout the area are making a big push for this bill.

**8. Report from Committee Members Present (Erickson, Dahlke, Desisles, Haskins, Geiser, Koslowski, Maino, Pierce, Rosinski & Witkowski).**

-Haskins reported that the remains of SFC Billy D. Hill, age 21, of Wichita, Kansas, missing from the Vietnam War, have been identified and will be returned to his family for burial with full military honors on December 17, 2015.

-Erickson talked briefly about donation funds that accumulate in the donation account. He said that he has worked with Director of Administration Chad Weininger and Internal Auditor Dan Process to be sure that the remaining funds do not revert back to the general fund at the end of the year but instead are allowed to accumulate to be used as needed.

-Desisles reported that she has spoken with the Green Bay Yacht Club regarding holding the Veterans' Day event there rather than at the VFW. She will be meeting with the Yacht Club soon and will keep this Subcommittee advised. Desisles is looking for a new location for the Veterans' Day event for the reasons that were discussed at the last meeting, namely the lack of room at the VFW. Rosinski felt that before making a commitment to move locations, a discussion should be had with the VFW to see what options would be available to improve at that location. Erickson advised Desisles to go ahead and meet with the Yacht Club to see what the options may be but not to make any commitments at this time. Desisles said she does not intend to make any changes without discussing them with this group first.

-Geiser reported that she is part of the Milwaukee Women's Advocacy group and they are currently working on doing a sister assistant program to assist women veterans. This program will be based in Milwaukee but will be available in the Appleton and Green Bay area as well. The program will include providing mentors to women veterans who may need some assistance.

Geiser also reported that she has also restarted the women empowerment military program at the Volunteer Center and she noted that they have received a \$3,000 grant. Any woman who has a military background or has a spouse or family member in the military is invited to participate and their first event will be held on January 21 and will be a painting and wine event.

-Pierce reported that the Veterans' Center on Ashland Avenue will be holding an open house on December 16 from 11:00 am – 3:00 pm. Additionally, Pierce reported that he received an e-mail that there will be an Agent Orange town hall meeting at the Vietnam Veterans of America meeting following this meeting. The presentation will be made by Mike Dempsey and Dick Lembeck. All veterans are invited to spread the word and attend. A short discussion regarding Agent Orange followed Pierce's report.

-Rosinski reported that Heartland recently held a food drive for the Veterans' Manor and 10 – 15 bags of food was collected and donated. She also noted that they distributed cards at the Veterans' Manor that had been made by a group of students at Washington Middle School which were greatly appreciated by the veterans.

-Witkowski reported that the flag at Ryan Funeral Home is being flown in December to honor Frank Wood, a US Army veteran. Witkowski also shared his feelings that there seems to be almost too much veterans' recognition. He said that there are often several events held on the same day and if a veteran is not able to attend everything, some veterans feel guilty because they cannot make them all. Witkowski felt there is no end as the veterans gave up their life for us, but there seems to be so many patriotic remembrance ceremonies going on. He also shared several newspaper articles he had seen in the paper recently regarding veterans.

Witkowski continued that he has been thinking about the Veterans Day event at the VFW and he felt that this Subcommittee needs to carefully consider and review the range of options that we have in providing door prizes at the breakfast each year. The prizes do not seem to achieve the anticipated results for the Subcommittee which is to be recognized and he noted that door prizes are given out and we should not have an ego of being able to say that we should be appreciated for doing what we do. He felt that those who attend the breakfast probably think that the VFW gives out all of the prizes. Witkowski noted that the VFW does hand out their own prizes, plus sells paddles. He noted that one option may be to give more prizes at the Appreciation Day at the Fair and get prizes that are worth over \$50 each. He said the Fair event is the Subcommittee's own event. Further, he felt that the event at the VFW is chaotic and the Subcommittee does not get appropriate recognition for being there. Desisles indicated that they are looking into other options and things should improve in the future, one way or another.

Witkowski also felt that Subcommittee should invest in a camera to take pictures at the events they take part in so they can be forwarded to the newspaper for publication to let the public know what the Subcommittee does. Erickson noted that he has submitted a number of photos to be published over the years but they are never published.

Polus stated that he concurred with Witkowski's wisdom regarding the Veterans Day event. He felt that the Honor Rewards program would be a better effort for the Subcommittee to take part in, especially since it is a year-round program.

Witkowski also mentioned the change in the airport name and he felt that this Subcommittee should make it known that they approve the change to add Green Bay to the name.

**Motion made by Joe Witkowski, seconded by Duane Pierce, that this Subcommittee supports the name change of the airport. Vote taken. MOTION CARRIED UNANIMOUSLY**

**9. Such Other Matters as Authorized by Law.**

Erickson recalled that one of the things discussed at the last meeting was to have a sign that could be posted at events to help identify the Subcommittee. Erickson has found someone that will make an 11"x 17" sign for the Subcommittee.

**10. Adjourn.**

**Motion made by Duane Pierce, seconded by Lynn Geiser to adjourn at 5:26 pm. Vote taken. MOTION CARRIED UNANIMOUSLY**

Respectfully submitted,

Therese Giannunzio  
Recording Secretary